

The REPORTER of Direct Mail Advertising

JULY 1954

SALUTE TO A
Man Who Thinks
BIG
About Direct Mail

see page 14



Another star performer is born!



NEW M-J SUPER COVER HAS A WIDE RANGE OF USES:
High grade menu work • Car cards—posters • Pin tags and button cards • Swatch cards • Covers • Display cards

WARETONE MIRROR FINISH

OLD TAVERN METALLICS

M-J POSTCARD and COVER

GUARANTEED FLAT GUMMED PAPERS

RELYON REPRODUCTION PAPER

WARE HEAT SEAL

McLAURIN-JONES COMPANY

HEADQUARTERS: BROOKFIELD, MASSACHUSETTS

Offices: New York, Chicago, Cincinnati, Los Angeles

Mills: Brookfield and Ware, Mass., Grand Rapids, Mich., Homer La.

You know M-J Super Cover will be a fine performer. It's born into a famous family—the McLaurin-Jones family of fine papers. M-J Super Cover is a new, superior cover stock, coated two sides and especially tough for clean, fuzz-free die-cutting.

If you want a new crispness, cleanliness and detail in your next car card, menu, swatch card or poster job . . . print it on M-J Super Cover . . . the star performer!

For free samples of 10 or 16 pt., contact your paper merchant or write us today.

McLAURIN-JONES FINE PAPERS

MEMO:

MAIL ORDER NEWS & NOTES

I am particularly interested in mail order forms for tabulating daily orders and any paper work systems for keeping records of results. If you are in the mail order business and have developed methods which simplify paper work and reduce record keeping -- I'd love to see samples and exchange ideas.

The ones developed here are known as "dataforms" and are available to our friends and customers without charge. If you order lists frequently, you'll find our Dataform #1 particularly useful. You can have a sample or a year's supply imprinted with your company name (no mention of our name anywhere) with my compliments.

CANADA

Our neighbor to the north continues to be a rich and fruitful market for books, magazines, merchandise and services by mail. I welcome the opportunity to make special list recommendations and use our "on the spot" Canadian associates for advice, guidance and assistance in handling local problems. To overcome the problems of Customs clearance and shipping printed material across the border we have pioneered in the use of Canadian names on a royalty basis (usually \$10 per M) whereby the mailer does his own addressing.

In certain instances it may be desirable to mail from and receive the orders at a Canadian address. I can help establish the necessary contacts.

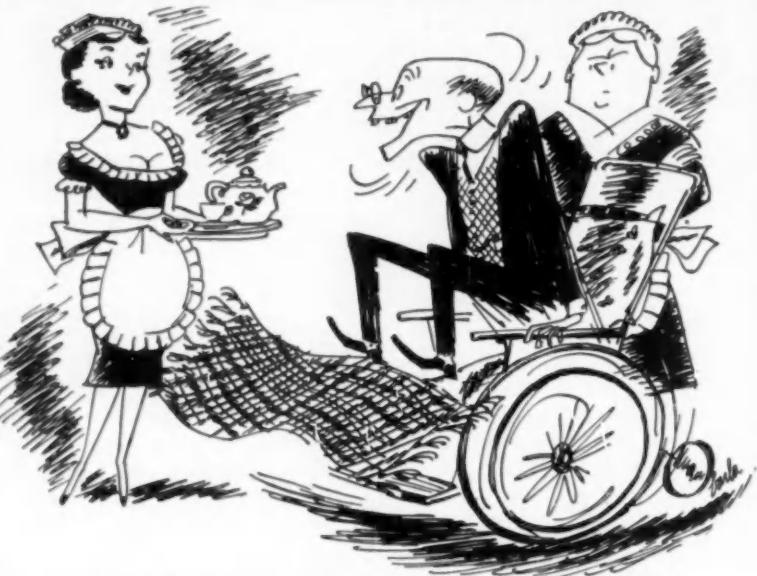
CHRISTMAS GIFTS

It's hard to think of Santa Claus when the summer sun is blazing, but -- many companies are concluding their business gift programs now. If you have a product, publication or service that lends itself to multiple gift use, it would be a good idea to select your lists as fast as possible and reserve mailing dates. Without obligation we'll be glad to submit recommendations based on comprehensive experience.

WHAT'S AHEAD?

Our "Continuing Study of Mail Order Results" reveals that with the notable exception of the financial mailers results were fair to poor the early part of this year. The gift houses have had a difficult time of it, but considerable optimism is being expressed by all for a high level of business activity in the months to come. List houses are scheduling more lists than ever before in history which is an indication of the mailers' confidence in our economy.

Lewis Kleid



LOOKS MAKE SOME DIFFERENCE

When you want to attract attention — and interest — good looks count.

If your duplicating machine has been turning out dim, smeared or sloppy work, you may be having paper trouble — here's a suggestion.

There's an Eastern paper especially engineered for the type of machine you have. That means it has the best finish, the proper bulk, the exact amount of sizing necessary to produce clear, clean, sharp impressions *all the way through the run.*

Next time use the special paper Eastern makes for your machine. Any of the following papers will prove our point — result in good looks — and looks make *some* difference:

Atlantic Bond, Atlantic Duplicator, Atlantic Mimeo Bond, Atlantic Opaque, Manifest Bond, Manifest Mimeo Bond, Manifest Duplicator.

For sample sheets or packets ask your local Eastern paper merchant or write Eastern Corporation, Bangor, Maine.

use

ATLANTIC BOND *Business PAPER* EASTERN **E**

MADE BY EASTERN CORPORATION • BANGOR, MAINE

The Reporter of DIRECT MAIL ADVERTISING

224 Seventh Street, Garden City, N.Y. Pioneer 6-1837
THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 17 Number 3

July, 1954

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The man on our cover this month is James P. Connell. Jim is sales manager for The Kiplinger Washington Agency, Inc., 1729 H. Street, N. W., Washington 6, D. C. On page 14 of this issue we are giving you another of Lewis Kleid's interviews with successful people in the mail order and direct mail field. After you read the story you will be convinced that Jim Connell deserves our cover salute as a man who thinks big about his job.

The best way to introduce him to you is to use the words written by Lew Kleid in his own introduction of the interview. We will quote from here on:

Report of an interview with James P. Connell, Sales Manager, The Kiplinger Washington Agency, Inc. (see page 14).

Ruddy faced, stocky, slightly balding, Jim Connell is the kind of guy who doesn't pull punches. He thinks fast. He thinks big.

His interests are amazing—from mathematics to the construction of radio sets (one to receive only time signals). In this connection, one of his associates says, "I have rarely, if ever, found Jim unable to contribute some choice piece of knowledge in any conversation on any subject."

It would be easy to imagine him as a tough Master Sergeant in an infantry outfit—which he was—but nobody could visualize him as an instructor in Sociology and Experimental Psychology—which he was.

Freelance articles for the *Infantry Journal* while in the Army brought him an invitation to write a book and subsequently led to his employment by that publication as circulation and sales manager of their mail order book division.



Bunn Machine ties mailing packages in **$1\frac{1}{2}$ seconds**

With a Bunn Package Tying Machine, you tie packages of letters, reply cards, catalogs, magazines, etc., as much as 10 times faster than by hand. And the machine *adjusts itself automatically* to each package. Machine precise wrapping and knotting saves thousands of feet of twine every year. With 5 minutes' training, anyone can operate. Send coupon TODAY for full details!

BUNN the original
package tying machine
ESTABLISHED 1907
B. H. Bunn Co., Dept. R-7
7605 Vincennes Ave., Chicago 20, Ill.

SEND TODAY
for this free,
highly-illustrated
tell-all booklet.

B. H. BUNN CO.,
Dept. R-7
7605 Vincennes Ave., Chicago 20, Ill.

Please rush me Booklet 200 describing
how Bunn machines cut costs, save twine,
lack labor turnover.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



In 1949, he answered the call and joined the Kiplinger organization to write direct mail copy. This subsequently led to full responsibility for sale and circulation of the *Kiplinger Washington Letter*, the *Kiplinger Agricultural Letter*, the *Kiplinger Tax Letter*, the *Kiplinger Overseas Letter*

and *Changing Times*, the *Kiplinger Magazine*.

At 36, Jim has his hands full with four children, ages 7, 5, 3 and 1—a rip-snorting four-wheel drive Jeep, five Kiplinger publications and a home in Prince George County, Maryland where he is fighting a losing battle against crab grass.

10 Ways To Save Postage

Reporter's Note: Postage costs are always a problem . . . but they will be more so if Congress should (at the last minute) push through the rate increase bills. We liked the "saving" analysis given in the April issue of *The Curtis Courier* h.m. of Curtis 1000 Inc., Hartford 6, Conn., edited by Tom Dreier (with proper credit to Harry Wylie and *American Business*). We think these points deserve widespread distribution and suggest that our producer and supplier friends that they reprint in bulletins or house magazines. Note particularly point number nine . . . and then refer to basic outline for training correspondents by Francis Weeks (see page 24 this issue).

Because he wanted to show his appreciation of a valued customer a printer substituted a far better paper for a booklet. He hoped to surprise and delight his customer. He certainly surprised him. The better paper was heavier than the paper specified and the customer's postage bill zoomed.

That isn't likely to happen to you. But unnecessarily heavy paper is only one of the things to avoid if you want to cut postage costs.

Here are ten ways to save postage, as outlined by Harry L. Wylie in *American Business*:

1. *Centralize handling of all mail.* The first step in control of postage expense is to fix responsibility for determining the class of mail to be used and the amount of postage to be paid for each item. This is most easily done when all mail, both incoming and outgoing, is handled at one place. No office is too small to fix the responsibility for the prompt handling of all incoming mail and to insure the carrying-out of instructions designed to reduce postage expense.

2. *Mechanize mailing operations to the fullest extent.* The larger the volume of mail, the greater can be the utilization of machine methods. Metered mail is recommended for the

control of postage. Minimum equipment for a mailroom would include postal scales, mechanical postage affixer, and mechanical letter opener.

3. *Use the proper postage amount in order to save penalty and delay.* Carelessness in checking the correct amount of postage can be costly. Since the post office stipulates a penalty for postage deficiency equal to 100 per cent of the deficiency, a careless oversight can be expensive when a large volume of mail is involved. A mailing manual directing the attention of the responsible person to the everyday means of postage-expense reduction will usually accomplish the objective of control.

4. *Control personal use of company postage.* If there is to be any sincere effort to control and reduce postage expense, there must be a definition of policy in respect to use of company postage for personal affairs. The use of company postage usually adds little, if anything, to the feeling of respect or responsiveness which an employee may have for the employer—but it does add an uncontrollable and unpredictable amount to the expense of mailing.

5. *Use lighter-weight paper and envelopes.* Though most persons think of weight and grade of paper as being directly related, grade can be maintained and weight can be reduced so that either: (1) More correspondence can be included in one envelope, or (2) less postage is required for mailing the multiple-page correspondence. In regard to first class mail, air letters, and the like, sealing the letters with adhesive tape across the flap and edges or affixing unnecessary stickers, labels, or seals increases the weight and may subject them to the higher rate of postage.

6. *Check plane schedules before using airmail.* First, determine if the city to which the mail is being directed is located on an air route. If it is not, your mail will be transported by direct train service, or air and train service to effect the earliest delivery. It is also wise to check plane schedules during storms and inclement weather to see if there has been any grounding, in which case mailing matter goes by train (domestic mail) for the quickest delivery.

7. *Study all classes of mail and their uses.* The Post Office Department issues, through the Superintendent of Documents in the Government Printing Office, *The United States Official Postal Guide*, published in two volumes (Part I pertains to domestic postal service and international money-order business; Part II pertains to international postal service except the international money-order business) with quarterly supplements. These are available for purchase. Postal bulletins and "Postal Laws and Regulations" are also available for purchase.

8. *Collect mail for the same address in one envelope.* Because the majority of mailing pieces which go first class weigh less than one ounce, letters going to the same address—such as a branch office—can be accumulated and included in one envelope so that the full ounce weight can be utilized.

9. *Study correspondence and reduce the number and length of letters.* The most effective measure for reducing postage expense goes beyond the physical handling of mailing matter and attacks the problem at its source: the place where correspondence and mailing matter originate. Specialized study and assistance in letter-writing will reduce the length and number of letters, besides improving their content.

10. *Segregate personal messages from parcel-post mailing.* Quite frequently it may be desirable or even necessary to have explanatory messages and instructions accompanying parcel-post matter. Rather than send the entire piece by first-class mail so that the personal message can be included, it is more economical to segregate the personal message from the parcel-post package so that the package can be properly classified as fourth-class matter. The personal message or letter can be put in an envelope, sealed, stamped at the first-class rate, and then affixed on the outside of the parcel-post package.

color

makes
the
difference!

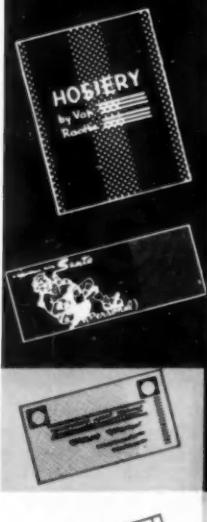
—between a moderately successful direct mail campaign and one with bang-up, sure-fire results.

GREATER RESULTS is the difference between a white envelope and a Cupples Personalized envelope. Through years of skilled craftsmanship,

Cupples is geared to create for you—whatever your product is—a Personalized, colored envelope to start your profits soaring.

Call our representative today—he will proudly show you "proof-of-the-pudding" samples of Personalized envelopes that have jumped profits for hundreds of satisfied users. TRiangle 5-6285.

Other offices in: Boston • Washington • Philadelphia



cupples

envelope co., inc.

360 Furman Street • Brooklyn 1, New York

The inside story of NAMES UNLIMITED INC.

22

Last month I promised to show you how our team can help you make your mailings more productive. So, here's the story. Our organization is divided into departments, each of which has a head who specializes in one of our many services.



It's hard to say which one of these departments is most important, so let me begin with our list recommendation department since it is headed up by our first Vice President, Marcie Coolidge, who has been with me for seventeen years — longer than any other member of our team.

Marcie had the perfect background for this kind of work, having put in stints on the other side of the fence with an advertising agency, a large city newspaper, a manufacturer of sewing aids, the mail order department of the world's largest department store, a trade journal and sport magazine.

Whenever you have a new promotion and need some list recommendations, chances are that it will be Marcie who will make or supervise the list selections for you. A hard-working group of her assistants keeps the list information up-to-date and sees that new data goes out regularly to all potential users of those names. She also sees that good news of fresh lists is passed on immediately to possible users. And whenever tough list problems arise, they are usually dropped into her lap because of her wide knowledge of all kinds of lists and their record of productiveness.

Now for the department that keeps us running smoothly. Our office manager and Secretary, Edith Crane, came to us soon after Marcie — sixteen years ago. Her background was office procedure, and this talent was very welcome to our growing organization. Edith is also the liaison between departments, who helps us all know what is going on at all times.

She has also developed an extraordinary sensitivity for the needs of certain clients whom she serves as an account executive. If your account is handled by Edith Crane, you can be assured of very special attention. You can also thank Edith for persuading especially reluctant list owners to release their names with her quiet and knowledgeable manner. On top of all this, she supervises personnel.

Our second Vice President is my brother, Walter Karl, who joined us after fifteen years in the graphic arts field where he became familiar with list maintenance. Walter started in our New York office nine years ago, but soon left to set up a Chicago headquarters. It was there that he got his wide experience in the merchandise field and learned the special problems of midwest mailers. Many of these large mailers with broad appeals swear by his uncanny ability to select the right lists for them. After a few years in Chicago, we decided we could function better all in one place, so Walter came back to New York.

He has been so busy with these large mailers in the merchandise field that we had to take one of his important functions from him. This is the New List Developing Department about which I'll tell you more next month. At that time I'll also give you the highlights of our other departments.



Arthur Martin Karl

President

NAMES UNLIMITED, INC.

352 Fourth Avenue, New York 10, N. Y.
Murray Hill 6-2454

Charter Member National Council of Mailing
List Brokers

OUR 26th YEAR IN THE LIST FIELD

Short Notes

DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

CONGRATULATIONS AGAIN to William H. Woodard, Postmaster, North Chicago, Illinois (now in his new quarters right across the street from Abbott Laboratories.) Bill has done many fine things in behalf of direct mail . . . making speeches and sending informative bulletins to the clients of his post office. But now we have seen a series of six (weekly) special personnel letters distributed to the employees of his post office. These bulletins attempt to teach post office workers the value of direct mail advertising. What it is. What it's supposed to do. Its importance to the post office system. Bill wants to eliminate for all time the description of third class mail as "junk". The bulletins are wonderful . . . and we think some method should be found to have them reproduced so that all post offices in the country could use them. We don't know whether any extra sets are available, but you might write to Bill Woodard and at least pat him on the back for a progressive undertaking.



THE PARCEL POST ASSN. (under the direction of Bill Henderson, formerly of the Direct Mail Advertising Assn.) is doing a fine job of fighting for better parcel post regulations. At present the effort is focused on trying to help in the passage of the so-called Broyhill Bill, which would repeal the present silly regulation restricting the size and weight of parcel post packages. The Bill is under consideration by the House Post Office Committee and if you are having trouble with parcel post . . . you better write to your Representative about it.



SPEAKING OF PARCEL POST, the Post Office has backed down on its ruling of last March allowing postmasters discretionary power on whether they would deliver COD parcels, or whether they would demand that the recipient call at the post office to pay for and collect the package. Parcel post shippers were up in arms because immediately the volume of "uncollectibles" jumped more than fifty percent over comparable

periods for some COD mail order companies. Resulting money losses have been heavy during the past months. Representatives of leading mail order companies and publishers carrying large amounts of mail order advertising, descended on Washington during the latter part of May. The Postal Bulletin of Thursday, May 27, reluctantly rescinded the March 23 order. Post offices and postal carriers are now instructed to make strenuous efforts to deliver all insured and COD mail addressed to their offices. Which goes to prove again that organized squawking by injured businessmen can override arbitrary government regulations.



ANOTHER POST OFFICE CONCESSION occurred the end of May. It concerns space advertisers in publications . . . but it may affect many advertisers who use space reprints for direct mail. For many long years the Post Office has ruled that all pages in a second class publication must be of exactly similar size. Experimental exceptions were made in the case of the now defunct *Flair* and a few other publications. But in the Postal Bulletin of May 27, the whole theory of standardized space format was changed by this amendment: "All advertising pages in periodicals shall be permanently attached. The pages may be die-cut or deckle-edged, and prepared for folding out horizontally, vertically, or both. Different advertisements may occupy the same space in different copies of the same issue." Which means that an industrial advertiser, for example, can make a test by having two different types of die-cut folders appear in the same publication. Half in one lot and half in another. Many possibilities.



MARVELOUS JOB! The Newark Business Library, 34 Commerce St., Newark 2, N. J., released in the early part of June a 36-page, 8½" x 11" booklet commemorating the 50th anniversary of the world's first publicly supported business library. Titled: *A Half-Century of Power for Business*. It describes in words and storytelling pictures the ro-

under one roof



... fact is, everything needed for a complete and successful sales promotion and direct-mail advertising campaign is created and produced under one roof . . . one responsibility. Creative and production know-how seasoned by 35 years of experience. An organization of 112 persons.

Complete direct mail service
THE FOLKS on GOSPEL HILL
a division of
THE JAY H. MAISH COMPANY
Advertising Agency
MARION • OHIO

Short Notes

CONTINUED

mance of an undertaking headed by Librarian Marian C. Manley. The Newark library is supposed to have the largest collection of business information in the world. A Minneapolis businessman who had used the Newark resources reported to his hometown newspaper that there was more data on Minneapolis in Newark than in Minneapolis. Shortly thereafter a business library was opened in Minneapolis, one of dozens in the United States, Canada and other countries that have copied the Newark pattern. Copies of this valuable booklet are available free to Newark area residents. A 50c charge is made to out-of-town firms and individuals. Well worth it.



SUGGESTION: Ferd Nauehim (Woodward Bldg., Washington 5, D.C.) sends us a suggestion which we will pass along without further comment. Says Ferd: "You have been making clever use of the holes in *The Reporter*. I suggest an additional use of them. Use them to show that anyone who has now, or ever will have, any interest in mail order has holes in his head if he doesn't read and re-read your remarkable coverage (April '54) of the big problem. A heroic job!"



JUST BETWEEN OFFICE GIRLS is a monthly syndicated bulletin which firms can distribute to office personnel to stimulate more interest and efficiency in their job. Anne Smith (Fair Mail Service, 417 Cleveland Ave., Plainfield, N.J.) started the idea a year or so ago as a personal experiment. We now understand the experiment was so successful that production and promotion has been taken over by the Bureau of Business Practice, New London, Conn. Anne will continue to edit the monthly shop talk for office girls. If interested, write for a sample.



WOMEN'S WEAR DAILY for Thursday, May 20, carried an interesting story on how John Wanamaker, New York, has been able to increase its mail and phone order business tremendously by mailing a pre-print of a special newspaper section to its customers a week before publication date. Other stores have used similar ideas, but mostly with reprints after publication. The plan has been tested out several times by Wanamaker's, whose advertising department reports the promotion doubled the amount of phone and mail order business of any previous effort.

CHANGE OF ADDRESS: Some time early in July the Mail Advertising Service Association International will move its headquarters to 18120 James Couzens Highway, Detroit. The new executive secretary, Max T. Lloyd, will take over at that time.



CALENDARS will have an important position at the Advertising Specialty National Association's Fall Show at the Palmer House in Chicago, Sept. 18 to 21. ASNA secretary Russell Searle reports that calendars displayed will be the 1956 line as most 1955 calendars have already been produced and sold. The show will feature wide range of calendars . . . from expensive desk types to multi-colored all formats.



REDITYPE is a new method of photo-composing type for offset production, produced by the Davidson Corporation, 29 Ryerson Street, Brooklyn 5, N.Y.



Type characters are individual pieces of plastic, hand-set on a special transparent bed which has an adhesive surface. It's then covered with a diffusion filter and placed in a Colight exposure unit to produce a negative. The negative is stripped into a standard masking sheet and positioned again in the Colight. After exposure, the complete presensitized plate is produced. Reditype is available in Spartan Medium, 36, 72 and 144 point, with other fonts to be made available soon. The complete story of the new process is told in a booklet titled *Reditype—How to Use it*. Write to sales promotion director W. H. Mistele and ask him for a copy.



CHRISTMAS IN JULY: Two Christmas suppliers have gotten an early start this year. The Newbern Co., Arlington, Texas, has already mailed their sample packet of 24 color offset stock letterheads and matching envelopes to lettershops and other trade producers. The packet includes a confidential wholesale price list and suggested prices for lettershops to charge their customers. Prices include imprinting firm name at bottom of the

letterheads, folding and inserting. And the R.R. Bowker Co., publishers of *Publishers' Weekly* and *Library Journal* at 62 W. 45th Street, New York 36, N.Y. is offering bookstores a Christmas promotion package. It includes an 8-page catalog titled *Christmas Book Parade of 1954*, with books of major publishers on display; store's name imprinted on the full-color cover; envelopes also imprinted, including postal permit number; imprinted reply envelopes, also with permit number if desired; and special Christmas order forms. Complete prices for the package range from \$20 for 250 to \$500 for 10,000. Write to Muriel Pollock for all the details.



THE JUDGES for the 1954 Direct Mail Advertising Assn. contest for the "Best of Industry" awards have been selected. The following will tackle the tough job: (See October 1953 Reporter for description of judging and suggestions for better entries.) Reginald Clough (*Tide*), Jack McDonnell (*Epicures' Club*), Henry Hoke (*The Reporter*), E. Harry Woodley (Northern Elec. Co.), Elon Borton (Advertising Federation of America), George Staudt (Harnischfeger Corp.), James Mosely (Mosely Mail Order List Service), R. B. Clark, Jr. (Strathmore Paper Co.). The chairman for the contest is John Plank (Howard Swink Advertising Agency, Marion, Ohio). John has injected an innovation for this year. The ten top ranking campaigns will receive inscribed, gold mailbox awards. If you have not received invitation, entry blank and rules folder, write to the DMAA office, 381 Fourth Ave., New York 16, N.Y. Winning campaigns will be shown first at the DMAA convention in Boston, October 13, 14 and 15.



MABEN JONES (The Letter Shop, 1207 Taylor St., Columbia, S.C.) sent us an interesting historical account of how advertising slogans on stamp cancellations came into being. Up until 1911 the Post Office had never used a cancellation die of an advertising nature, but authorized such a departure from normal to publicize the Panama Pacific Exposition in San Francisco because it was a project supported by federal funds. Maben Jones, who was starting his lettershop in Columbia, saw the California die and thought it would be a good idea for promoting the Fifth National Corn Exposition in January and February of 1913. The Post Office turned him down. But South Carolina Senators and Congressmen put through a bill which authorized the Federal Department of Agriculture to take part in the exposition and, therefore, the Post Office was able to grant permission for the use of the advertising die because it was partly a

government-sponsored event. Thereafter all letters emanating from South Carolina during 1912 and early 1913, carried the advertising cancellation. Maben thought we would be interested because the present day, widespread use of advertising slogans on meter imprints originated from those early experiments. (Bill Smith, Pitney Bowes, please note.)



□ IF YOU WANT TO SEE a good presentation of a direct mail and graphic arts creative and production service, write to Ray Reinert, Warner P. Simpson Co., 873 Williams Ave., Columbus 8, Ohio, and ask for a copy of his new booklet, *What's Brewing at the Simpson Company*. Words and pictures describe in detail the steps from first analysis to finished job. Well done!



□ OFFICE MACHINE MART: Our friends at Addressing Machine & Equipment Co., 326 Broadway, New York 7, N. Y., have inaugurated an interesting



showroom. For the first time, on a year round basis, prospective purchasers can see in one place models of practically every office machine on the market. Keep this in mind whenever you want to investigate new equipment.



□ A NEW SERVICE for direct mail users is being published in Thornwood, N. Y. Called: *The Postal Review*. It is being edited by William D. Sullivan, whose 20 years in mailing methods include tenures as system director and administrative vice president in six major businesses specializing in publishing, finance, services and manufacturing. Subscribers to this new service pay a \$15 annual fee. This covers the basic looseleaf binder which originally contains a manual of information and check lists on proven mailing practices, plus bulletins on all postal developments of the past year. Into this binder can be placed the current bi-weekly bulletins which are completely indexed and brought up-to-date quarterly. Although this new service was only recently started, it has met with instant approval and subscrip-

tion support from some of the largest and most experienced companies in the country. This reporter thinks it is a good bet. We suggest you write to Bill Sullivan for further details.



□ AUTHOR'S ALTERATIONS for justified offset copy can now be handled easily on a new Justowriter Combination manufactured by Commercial Controls Corp., 1 Leighton Ave., Rochester 2, N. Y. Copy is set manually on a Justowriter Recorder-Reproducer producing an un-justified proof and a punched paper tape. If the proof is O. K., the tape is inserted into the machine and produces a sharp, justified repro proof or direct-image plate automatically at 100 words a minute. But if corrections are needed, they are made on the proof copy. The tape is then placed in the reading unit of the machine, activating the unit to produce new proof copy and punched tape automatically. Guided by the corrected proof, the operator stops the machine at points where corrections are needed and types them manually. The revised tape is then placed in the Justowriter Reproducer where the repro is set automatically. The combination comes in type faces ranging from 8 point to 14 point in size.



□ SPORTS ILLUSTRATED is the title which was finally chosen for Time, Inc.'s new weekly sports magazine that debuts next month. *Sports Illustrated* was chosen from more than 200 suggested titles. Title rights were purchased from Stuart Scheftel who started a *Sports Illustrated* in 1938. Pilot promotion on the new Time, Inc., weekly netted more than 200,000 charter subscriptions at \$6.00 per year. This was the total as of last month and is probably higher now. Advertising for the first issue is already sold out . . . a spectacular welcome for the new book which hits the stands on August 13.



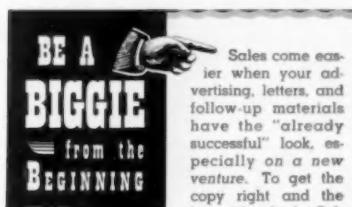
□ EDWARD J. CHURCHILL of Donahue & Coe, Inc., N. Y., has the distinction of being the top advertising expert on bovine pulchritude . . . which means that he was first place winner in *Hoard's Dairyman* 1954 Cow Judging Contest for Advertising Men. Advertising men received a portfolio of 20 photos of prize cows, from which they had to pick the best looking "exotic model". Contest was sparked by an advance folder which urged advertising men to do a little cow research to improve their chances of winning, especially on "the interesting study of udder attachment, pin bones, rump and any other details on which your previous judging may have cost you recognition in last year's contest." The contest had 21 winners.

10 ECONOMICAL BOOKLETS FOR BUILDING A MINIATURE DIRECT MAIL TRAINING PROGRAM

1. DOGS THAT CLIMB TREES — \$1.00
2. HOW TO GET THE RIGHT START IN DIRECT ADVERTISING — \$1.50
3. HOW TO THINK ABOUT DIRECT MAIL — \$1.00
4. HOW TO THINK ABOUT LETTERS — \$1.00
5. HOW TO THINK ABOUT READERSHIP OF DIRECT MAIL — \$1.00
6. HOW DIRECT MAIL SOLVES MANAGEMENT PROBLEMS — \$1.00
7. HOW TO THINK ABOUT SHOWMANSHIP IN DIRECT MAIL — \$1.00
8. HOW TO THINK ABOUT MAIL ORDER — \$1.00
9. HOW TO THINK ABOUT PRODUCTION AND MAILING — \$1.00
10. THE PLAIN JANE OF DIRECT MAIL — .50

Each of these feature studies in booklet form has received the critical analysis and approval of experts in the field. You can purchase them separately, or in a complete package enclosed in a binder for your library. Order now from

THE REPORTER
Garden City,
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Rainey expedite the whole production for you. Write today for proof that it pays to work with "the advertiser's handy man." Address:

AD SCRIBE P.O. Box 254-A North Canton, Ohio

Want To Make Your Direct Mail Fund-Raising Appeals More Productive?

Then let me tell you how I have helped make other appeals more effective and how I could help you increase your direct mail percentage of returns and net dollar income.

WILLIAM M. PROFIT
27 Washington Pl., East Orange, N. J.

**Want to
save time...
cut costs on
booklet &
catalog
mailings?**



MAKE THE JOB A SELF-MAILER!

If you eliminate the cost of envelopes, your dollar and cents savings on a booklet or catalog mailing can quickly be determined. If, in addition, you eliminate as much as 80% of the time and labor required to insert your material in an envelope and seal or tuck the flap, your savings become even greater.

How can you eliminate the envelope if you have an order blank or other inserts to be held in place? Simply through the use of a seal, automatically applied at the rate of 10,000 to 15,000 per hour.

The cost? A fraction of a cent apiece, including the cost of the seals as well as their application.

If your next mailing is a booklet or a catalog up to 9½ x 13 and not more than ½" thick (about 96 pages) or if it can be folded to that size for mailing, send it out as a sealed self-mailer. It pays to save that way!

For further information and free illustrated booklet which shows how sealed self-mailers can help you, write today!

SEAL-O-MATIC

the fully automatic sealing machine

50 R East Wesley Street
South Hackensack, N. J.

Exclusive users in
the New York area:

Automatic Sealing Service
115 Christopher St., N. Y. C.



Short Notes CONTINUED

□ A CHEMICALS AND PLASTIC EXHIBITION will be held in Paris, France, from December 3 to 12, 1954. American prospective exhibitors are receiving attractive prospectuses about it. If our friend Pierre Bastide, has anything to do with the promotion, he might like to know that the sample we saw was received by Marjorie Tolman, International Journal of Religious Education (79 E. Adams St., Chicago 3, Ill.), addressed to her father who died in 1949.

□ SPEAKING OF ANTIQUATED MAILING LISTS, John W. Dear, Jr., director, public relations and advertising, Akers Motor Lines, Inc., 723 Forrest Road, N. E., Atlanta 5, Ga., sent us a lulu of a case history. Back in 1936 when John was attending high school, he was an amateur photographer. In thumbing through photographic magazines he often sent in penny postal card inquiries. In one instance he wrote to Superior Bulk Film Co., in Chicago, and the reply he received was mistakenly addressed to H. W. Bear instead of John W. Dear. He received follow-up mailings addressed the same way. Shortly after that John went to College, interrupted by four years in the Navy. Then after getting his degree in advertising he worked himself up to a fairly responsible position, raised a family and forgot all about amateur photography. A short time ago he returned to his family home for a brief visit and happened to see a piece of mail from the Superior Bulk Film Co. addressed to H. W. Bear. Members of the family said such pieces had been coming all through the years. Eighteen years is a long time to keep a non-replier on a mailing list. Somebody should do a list cleaning job.

Pit, etc. In other words, we like it. Price is \$3.50 per copy from the publisher or at your bookstore.

□ MIAMI, FLORIDA has more than classy hotels and New York tourists. The 1954 Directory of Greater Miami Manufacturers compiled by John N. Gibson for the Miami Chamber of Commerce lists over 1,563 firms employing almost 29,000 people. There's 196 in printing and publishing concerns alone. The Directory makes a good list for anyone interested in selling the Miami industrial market. It lists firm names, addresses, principals, etc. with breakdowns by type of business. Price is \$3.00. You can order direct from Miami Chamber of Commerce at 141 N. E. 3rd Ave., Miami 32, Fla.

□ ROCHESTER, N. Y., seems to be in the news this month . . . see Dean Quinby



story on page 18. One of their important neighbors, Eastman Kodak Company, gets a fine tribute from the Post Office Department on the 12th of this month. A new 3 cent stamp (pictured here) to commemorate the 100th anniversary of the birth of George Eastman will go on sale in Rochester on that date. Initial printing run on the stamps is 119,000,000.

□ SEATTLE was the scene of a successful direct mail affair on May 14, 15 and 16. We heard all the details from Lila Casady. It was the Sixth All Western Conference of the Mail Advertising Service Assn. combined with the Fourth Annual Direct Mail Exhibit and a Direct Mail Day, co-sponsored by the Seattle Advertising Club. Direct Mail Advertising Assn. president Larry Chait, was present and was the featured speaker at the final luncheon. During the affair Larry presented a set of last year's Best of Industry winners to the University of Washington. The speaker at the closing evening banquet was listed as a member from Sweden, Einar Sven Haldaquist. He turned out to be a comedy hoax, but the stunt was so well staged that we understand Larry Chait tried to buy

Swedish lists from him. The printed program planned by General Chairman Lila Casady (Mail Advertising Bureau, 209 Seneca St., Seattle 1, Wash.) was most unique. All commercial exhibitors supplied copies of their letterheads which were plastic bound in the program and left blank for taking notes. The program details (longest we have ever seen) were printed on the backs of the exhibitors' letterheads. Fine idea. Wish we could have been present. Will try to make it next year.



□ PHILADELPHIA DIRECT MAIL CLUB held its June luncheon meeting at Gimbel Brothers . . . with a featured direct mail problem clinic. Everything from list maintenance problems to decreasing replies was aired by panel members Mabel Baudoux, Howard Dana Shaw, L. E. Thompson, H. S. Thoenebe and Raymond A. Sholl, Jr. Willard G. Myers was moderator. Outgoing president of the club, M. H. Powell of *Farm Journal* was presented with a gift certificate by new president Robert A. Adams of Provident Mutual Insurance Company of Philadelphia. Next meeting will be held on the second Wednesday of September.



□ ANOTHER DIRECT MAIL CLUB. A Southwestern Mail Order and Direct Mail Assn. was organized late in May in Dallas, Texas. The following officers were elected: Bill Newman, president (Commercial Printing & Letter Service), Virgil Garrett, vice president (Flea-No-Mat) and Greg Longley, secretary-treasurer (Texas Envelope Co.). The association will meet on the third Thursday of every month with programs planned to include speakers on various phases of mail advertising and clinic sessions where members' techniques and methods will be critically analyzed. Any persons in the area who are interested should write or call Greg Longley, Texas Envelope Co., 2512 Hawes Ave., Dallas, Texas.



□ LIFE MAGAZINE is trying a unique experiment in subscription promotion. An outdoor poster campaign to back up the usual mailing efforts. French artist Raymond Savignac, as his first US commission, has designed a series of displays for *Life* which will appear as 24-sheet outdoor posters in 30 major market areas during June, July and August. There will be 12 posters in all; but four will appear simultaneously in all areas for a month and then will be substituted with another set of four. All copy is brief and colorfully illustrated. The first four slogans read, simply: "You get fun out of *Life*; You get surprise out of *Life*; You get excitement out of *Life*; You get

information out of *Life*. If you would like to see miniatures, write to Jim Pitt, *Life Magazine*, 9 Rockefeller Plaza, New York 20, N. Y. This will be an interesting experiment to watch.



□ OPERATION DIRECT MAIL is a booklet you should have in your files. It explains the complete mailing service (since 1930) of Krupp's Advertisers Mailing Service, 228 S. Los Angeles St., Los Angeles 12, Calif. Gives a thorough analysis of the medium and helps to point out many mailing pitfalls . . . answering a multitude of anticipated questions on postal regulations, etc. Center spread has a small 8-page section stitched in, telling about Paul Krupp (MASA president) and his two sons Les and Dick . . . besides taking you on a picture tour of their large plant. Write to Paul and ask him for a copy—it's got just about everything!



□ THE TOTAL ECLIPSE of the sun on June 30th was viewed by many advertising men who received a special Eclipto lens . . . mailed to them by Freedman Cut-Outs (cardboard display and direct mail creators), 34 Hubert Street, New York 13, N. Y. The cardboard lenses, in the form of small spectacles, were mailed as a Freedman reminder "of the ingenuity we apply to everyday jobs as well as special events." Good tie-in with a special event . . . in this case one that only happens once every thirty years.



□ BI-MONTHLY PORTFOLIOS of actual printed pieces taken from regular press runs are being used in a new dealer merchandising campaign by Lineweave Div. of U. S. Envelope Co., Springfield, Mass. The portfolios are produced for U. S. Envelope by James Gray, Inc., 216 E. 45th Street, New York 17, N. Y. Each portfolio will contain actual Lineweave samples from various business activities in transportation, banking, apparel and resort fields. Printing plant owners, printing buyers and salesmen and general printing consumers will receive the series, captioned "Ideas In Print."



□ TIP FOR MAIL ORDER PEOPLE: We received a letter from Stanley Itkin (Stanley Itkin Publications Ltd., 172 Fleet St., London, E. C. 4, England) offering to "negotiate" with mail order companies in the United States. Mr. Itkin is director of a company which has a very large mail order operation in books, games, stamps, etc., for teenagers and children. He would like to add lines

(Continued on page 38)

ARCHER
MAILING
LIST
SERVICE

•

**435,000
BUYERS**

**HOUSEWARES
on the
Installment Plan**

Excellent for recruiting agents or for a n y make-money-in-spare time offer.

**\$15. per M
on rental**
(includes addressing)

Write or telephone
for details.

•

Member
National Council
of Mailing List
Brokers

There's only One **DICKIE- RAYMOND**

**DIRECT ADVERTISING
and
SALES PROMOTION**

for 33 Years

★
*Planning
Writing
Production*



521 FIFTH AVENUE
NEW YORK

SHERATON BUILDING
470 ATLANTIC AVENUE
BOSTON

THE STORY OF THE KIPLINGER WASHINGTON AGENCY

*A Report Of An Interview With
James P. Connell, Sales Manager*

By Lewis Kleid

President, Lewis Kleid Co.

Reporter's Note: Lewis Kleid (Lewis Kleid Company and Mailings, Inc., 25 West 45th St., New York 36, N. Y.) has conducted numerous interviews over the past three or four years with important direct mail people. He publishes his findings in a restricted-circulation report to his clients. The Reporter has reproduced (with permission) a number of these interviews because of their valuable, down-to-earth information. This last month, Lew fished for inside information on The Kiplinger Washington Agency. He developed a story which should be of interest to the majority of Reporter readers. Many of the principles described can be applied to other fields of mail contacting. The answer to one question in this interview should be worth (at least) an entire year's subscription to The Reporter. It should destroy the bugaboo of "summer let-down". Find it for yourself in the text.

Q. How did Mr. Kiplinger create the Newsletter idea?

A. He started as a reporter 35 years ago on the *Ohio State Journal*, leaving to join the Associated Press in Washington. His privately circulated "Letter" idea was started on a shoestring with the thought that American businessmen wanted fast, fresh information on what Washington was doing that affected their personal and business lives.

Q. What about your other Newsletters?

A. In recent years the large editorial and research staff has justified additional publications to utilize this reservoir of information.

The *Agricultural Letter* is edited for those interested in the economic aspects of farming such as small town bankers, millers, seed and implement dealers and farmers who operate on a vast scale. The *Tax Letter* was a "natural" with "Kip's" interest in the business community.

The *Overseas Letter* is designed for foreign nationals to give them a better insight into our economic and political life—and what is and what will be U. S. foreign policy.

Q. What is the background of "CHANGING TIMES", the Kiplinger Magazine?

A. Mr. Kiplinger started it seven years ago. Its editorial policy is concerned with the personal and economic problems of the householder, his insurance, his investments, how to buy a house, how to get cash in a hurry.

KIPLINGER Letters

THE EDITOR'S BUILDING 1725 K STREET N.W. WASHINGTON 6, D.C.

Are you uncertain about what's going on or unsure about what will happen next?

That's a painful state to be in. But a lot of people are in it, just because they can't check all the conflicting news stories and all the contradicting opinions that immerse us these all day long.

Of course you can solve the problem. One way would be to hire a news staff to dig up the truth for you personally. That could cost you a half-million dollars a year—or more.

Another way? Just try the privately circulated Kiplinger Letter, and see what it can do for you. You get experts working for you, full time, and you get the plain unvarnished truth every week—cut down to a size that lets you read up a week's news in minutes.

For only \$1.

Count just the obvious advantages. You save time; hours of it. You get the facts free from bias no human can write it. And you get the assurance that you just what's going on—which means a lot to your self-confidence, your leadership in your job, your pleasure among friends.

Kiplinger business reporting keeps you alert to new opportunities, new developments, new markets, new processes, new methods as they come up—or most often before they come up.

And to top it all off, you get a ringside seat at the biggest political battles Washington has seen since the days of Hoover and FDR.

Your \$1 will bring you the Letter for 18 weeks.* You'll get a good chance to use it at home and in the office, see what changes it can make in the way you look at the news and at your future.

Just OK the card. Needn't even send you \$1 now, unless you want to. I'll gladly bill you later, but if I hear from you in time (up to three weeks Friday afternoon) I'll make sure that you get your first Letter next Sunday morning.

Sincerely yours,
James L. Gray
Executive Editor

* You save \$1.00—first advantage you get from this offer.

Q. What is the circulation of "CHANGING TIMES"?

A. 288,000—no newsstand sale—no field selling—no advertising accepted—practically all sold by direct mail methods. \$6 per year—or a trial offer of \$2 for six monthly issues plus a 96-page book "99 Ideas For 1954" free.

Q. Is radio and TV successful for Changing Times?

A. We use the Garroway show and other programs to offer free samples. This technique produces large numbers of prospect names at low cost.

Q. How do you convert these sample requests?

A. A letter accompanies the first sample copy. A second letter is mailed to be received simultaneously with the receipt of the second sample copy. Two letter follow-ups are used offering the standard introductory premium with six issues for \$2.

Q. Is the percentage of renewals on radio and TV subscriptions better or worse than subscriptions sold to mail order lists?

A. Better! A person who receives two sample copies and then orders is sold on the publication. He didn't buy a "pig in a poke". He had to be sold on the magazine to buy it in the first place.

Q. Has radio and TV sampling worked for the Washington Letter (\$18 per year)?

A. No. We've done better with space advertising in newspapers such as the Wall Street Journal, the New York Times and other publications reaching executives.

Q. You mail millions of letters soliciting subscriptions for the Washington Letter. How often do you change the letter copy?

A. It took 83 different pieces of copy before we found one that would outpull a letter that has been working best during the last 3½ years.

Q. What has been the most successful format for the Washington Letter?

A. A No. 10 envelope, a letter, a plain order form and a regular business reply envelope. The letter is printed in black on 20 lb. white paper, multigraphed in black and signed in blue ink. The card is printed in one color and the business reply envelope is printed in one color.

Q. Does inclusion in the mailing of a current sample copy of the Washington Letter help results?

A. There are two answers to that question, Lew. When returns are good, inclusion of the Letter plus first class postage improves returns and cuts the cost per order. But, when returns are poor, the inclusion of a sample Washington Letter doesn't pay for the extra cost. We cannot, of course, send a sample copy using third class postage because the news would be out of date by the time it reached the recipient.

Q. Which is more effective on a cost-per-order basis, third class or first class?

A. At one time we concentrated on first class (3c) postage. Now, primarily, we use third class (1½c), but we constantly recheck first class.

"At Harper's Magazine

Direct Mail means

Reply-O-Letters"



says

JOHN JAY HUGHES,

Assistant Publisher and
Circulation Director, Harper's Magazine

"We began to use Reply-O-Letters back in 1944. Since then, we have probably mailed 15 or 20 million of them. Reply-O-Letter is our standard new business solicitation letter, and it also occupies all seven positions in our renewal series as well. We have made exhaustive tests of other kinds of letters, but none work so well as Reply-O-Letters. In addition, the Reply-O people keep us on our toes by coming up with new copy and new ideas all the time. This helps keep our viewpoint and our approach fresh and lively. We like to do business with Reply-O".



write
for
FREE BOOKLET

We invite tests of 5,000 or 10,000 Reply-O-Letters from mail users who, when satisfied with the results, can then mail in larger quantities.

The booklet, "IT WAS ANSWERS THEY WANTED" makes good reading for anyone who uses the mails. Send for your free copy today.

**the
reply-o-letter**



THE REPLY-O PRODUCTS CO.

7 Central Park West
New York 23, N. Y.

Sales Offices: Boston • Chicago
Cleveland • Detroit • Toronto



Lewis Kleid

Q. You use inexpensive paper and printing on your direct mail. Would a more lush treatment justify the added expense?

A. We keep testing, but we don't get enough extra orders to pay for the increased cost. We do best with a restrained conservative approach.

Q. Have you considered using window envelopes with a pre-addressed order card instead of addressing the envelopes as you do at present?

A. We tested this previously and didn't find any justification for the window envelope technique. We are now rechecking this with a split 450,000 mailing.

Q. Doesn't your envelope give your story away?

Have you tried a disguise or camouflage?

A. We have experimented with kraft envelopes to simulate government tax notices—flags, banners, inscriptions, etc. They don't work as well as the simple white No. 10 envelope printed with a black corner card "The Kiplinger Washington Letters."

Q. Your reply card is printed simply in one color. Would more color, better paper, certificates, simulated IBM cards, gold bordering or other decorative devices improve results?

A. No. We've tried dozens of different designs including expensive engraved order cards, but the simple grey stock with rusty maroon ink pulls better on a cost basis.

Q. Jim, would an air mail business reply envelope improve response?

A. Air mail reply envelopes might lead our subscribers to believe that their subscriptions would be sent via air mail. This would be too costly. But, we do use air mail envelopes in our renewal series for the psychological effect of not missing a single issue.

Q. You use multigraphed letters for KIP and printed letters for Changing Times. Why?

A. The extra cost of multigraphing does not pay out on the magazine mailings.

Q. Is the use of a second color in the message or sub-head and attention devices effective?

A. The cost of a second color cannot be justified on a result basis. In any case, we prefer to maintain a business letter appearance by using only the standard one color black multigraphed message.

Q. Is the extra cost of personalizing or filling in letters justified?

A. Not for our mass introductory offers. It works when we sell a full subscription at \$18. It does pay to personalize the conversion and renewal efforts.

Q. Which have you found more effective, a short or long letter?

A. A well packed one page letter seems to be best for us. We have never been able to write productive longer letters.

Q. Have you been able to use circular enclosures with your KIP subscription letters?

A. Occasionally we have made a circular pay out, but its extra cost cannot really be justified. A letter, a plain order form and a business reply envelope seems to be the cheapest package and the most productive.

Q. You use automatic inserting machines on your big mailings. Is there any disadvantage in stacking the card and reply envelope on top of the letter in preference to nesting them inside the fold of the letter?

A. There is not a bit of difference in the results either way, and there is a big saving in using automatic machine inserting.

Q. Do you have a seasonal mailing program for the Washington Letter?

A. With the exception of the Christmas holidays, we mail week-to-week, month to-month the entire year. We cut back if returns are poor and expand when the going gets easy. Our objective is to be so flexible that at a week's notice our mailing activities can be increased tremendously.

Q. What are your best mailing months for Changing Times Magazine?

A. At one time we adhered to the conventional pattern of mailing from September through February (omitting the Christmas holiday season)—but this year we discovered that we could mail successfully through the month of April. We conducted some copy tests last year in July and August that were so successful that we are planning to mail heavily during the summer this year. Interestingly enough, the response to our mailings in August were much better than October.

Q. Do the summer months affect the response to the Washington Letter mailings?

A. In the period from June 15th through August 15th last year we received as many orders as in the entire previous year. Let's face it, businessmen don't stop working because the weather gets warmer.

Q. You use a plain order card and a business reply envelope on KIP. Would the results be better if you omitted the business reply envelope and just used a business reply card?

A. Approximately 40% pay cash with order. If we omitted the reply envelope, we would have to bill all these people. The reply envelope saves collection costs and helps to avoid the conflict of trying to collect and convert simultaneously.

Q. How much of your total is uncollectable?

A. Approximately 4%.

Q. Would an offer of "Send no cash—bill me later" increase the percentage of response over your present offer which is a choice of "Bill me" or "Remittance enclosed"?

A. We've made a three-way test on this. 1) Cash with order, 2) Cash or bill me option, and 3) Bill me later. The best of the three on a dollars and cents basis was the option of Cash with order or bill me.

Q. Which lists do you use most successfully?

A. We prefer quality lists of executive mail order buyers (books, magazine subscriptions, luxury foods, gifts, credit cards, etc.), but there are not enough of them, and if we hit them too often they start to fall apart.

Q. Can you use compiled lists effectively?

A. The bulk of our mailings recently have been to compiled lists of companies and their executives.

Q. Could you use gummed, perforated addressed labels where lists are not available for direct addressing on your envelopes?

A. We can and do use gummed labels for Changing Times but avoid them on the Washington Letter.

Q. What do you think about the mathematical approach to assure maximum confidence in testing?

A. The mathematics is valid enough but in my opinion the methods advanced thus far have been deliberately over-complicated. Dr. Doppler's tables, for instance, are based on the 95% confidence level, but this seems unnecessarily close to perfection.

Q. Well, don't you have to be reasonably sure of yourself when making tests?

A. Yes, but not 95 times out of 100!

Q. How can you afford to take greater risks?

A. If you want to be right 95 times out of 100, you eliminate practically all risks. You eliminate the opportunity to discover new markets and new copy appeal. The idea is to average out some of the risks and mistakes

with the successes. Most mailers do well if they are right 7 times out of 10.

Q. Have you tried slanting the copy to specific individuals or to special groups?

A. We've had conspicuous success with special copy to doctors and dentists, but when we mail to fifty or more lists at a time we use copy that has universal appeal. On the magazine we have six different letters going, each designed for special groups of lists.

Q. Can you make your best lists work year after year without a point of diminishing return?

A. I thought so for a long time. I'm beginning to doubt it now. Our biggest problem today is to get new, fresh lists.

Q. Do you insist on business lists that have individual names and titles?

A. No! We can address to companies without any name or title—or to a title such as "The President".

Q. How many times within a twelve month period can you mail to the same names safely?

A. If the list is good and clean, we will mail as frequently as three times in one year.

Q. How many days after the first day of response are required to determine whether the list will pay out?

A. Slow delivery of third class mail makes any such formula impractical. The bulk of the response should be in within three weeks after the first day of response.

Q. What formula do you use in testing new lists?

A. The minimum quantity is 2,500, and if the total list runs under 7,500 names I use all the names. If the results are not good, it isn't serious because these tests average out with the good lists, thus enabling us to speculate constantly to find new names.



Here's Willard M. Kiplinger himself . . . the man who made all this possible.

Q. Do you find it worth-while to compile and maintain your own prospect lists?

A. Occasionally we'll buy a list outright if we see an opportunity to use it 5 or more times for our own purposes. Otherwise it doesn't pay to get involved. The only exceptions are the lists that we acquire through direct inquiries or sample copy requests.

Q. How do you find new lists?

A. It's good business on our part to work closely with recognized brokers. I keep them acquainted with my requirements and ask them to dig up the kind of names we want.

Q. Do you have any control whereby you can tell the percentage and/or payment record of trial subscribers who become regular subscribers according to lists used?

A. We do it consistently when changing over from trial subscriptions to regular because lists which pull well on trial offers sometimes fall apart on converting. On the other hand, you find lists which you would discard on the basis of trial percentage alone—but which convert extremely well and justify reuse.

Q. How far back can you go successfully in using lists of former subscribers?

A. We never destroy an expiration name. We keep consolidating the very old ones as nixies and subscribers are removed. The oldest names work as well as any average mail order list we rent. Expires of recent years are far superior to any list we can possibly rent.

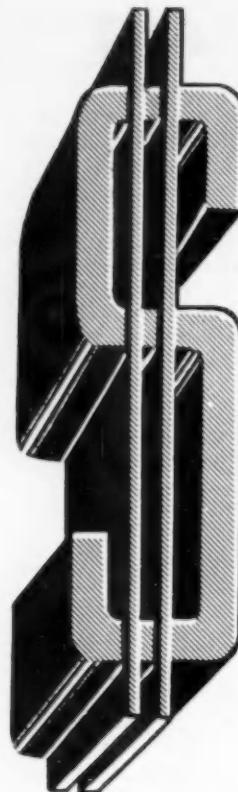


Meet H. Dean Quinby, Jr. . . and you are in for an hour or more of fabulous figures, financial philosophy and inspired salesmanship. This reporter met the tall, gangling, good-natured Dean when we visited Rochester on May 24 to talk at the Advertisers Club. Fred Streb, of Ayer & Streb, 15 South Ave., Rochester 4, N. Y., insisted on making an appointment because "there's a whale of a direct mail success story there." Fred was right . . . but the details are difficult to record after talking with a fellow who has sold more than fifteen million dollars worth of what some people would call "intangibles" . . . largely by mail. A plan for budgeted investments.

Dean Quinby started his "Quinby Plan" in Rochester back in 1938 . . . but behind him he had seventeen years of solid business experience. For eleven years he was district representative of an underwriter of public utility securities. For two years, he was a partner of a New York Stock Exchange firm. Later on, president of an air conditioning company.

Then he had an idea . . . The Quinby Plan. He figured that most people do not invest in stocks because they have never seen a stock certificate, have no idea what stocks mean in terms of dependable dividend income and don't know how to go about buying them. Dean figured that stock investments in gilt-edged securities should be made as easy as buying gasoline. Buying by the dollars worth instead of specified units of shares.

He sold the idea to the Lincoln Rochester Trust Company. They agreed to be custodian of funds and stock; handle collections, dividends, etc. Dean started selling his planned investments around Eastman Kodak stock with which he was most familiar.



MULTI-MILLION DOLLAR ENTERPRISE

Reported by

Henry Hoke

Up until 1950, he handled only Kodak stock. Then he added DuPont. Shortly after, General Motors and Standard Oil of New Jersey were included.

Dean enlisted the creative support of our old friend Ferd Nauheim of Washington, D.C. (Woodward Bldg.) . . . an expert in financial direct mail. He made arrangements with Fred Streb of Ayer & Streb to handle all mailing details. Backbone of preliminary advertising continued to be "tombstone ads" in *New York Times*; a few postal cards containing same low pressure copy; a few announcement type letters to selected prospects. Then the follow-up to inquiries.

Every inquiry is acknowledged the same day received. A hand simulated memo attached to prospectus required by S.E.C. A letter is mailed next day . . . enclosing more information.

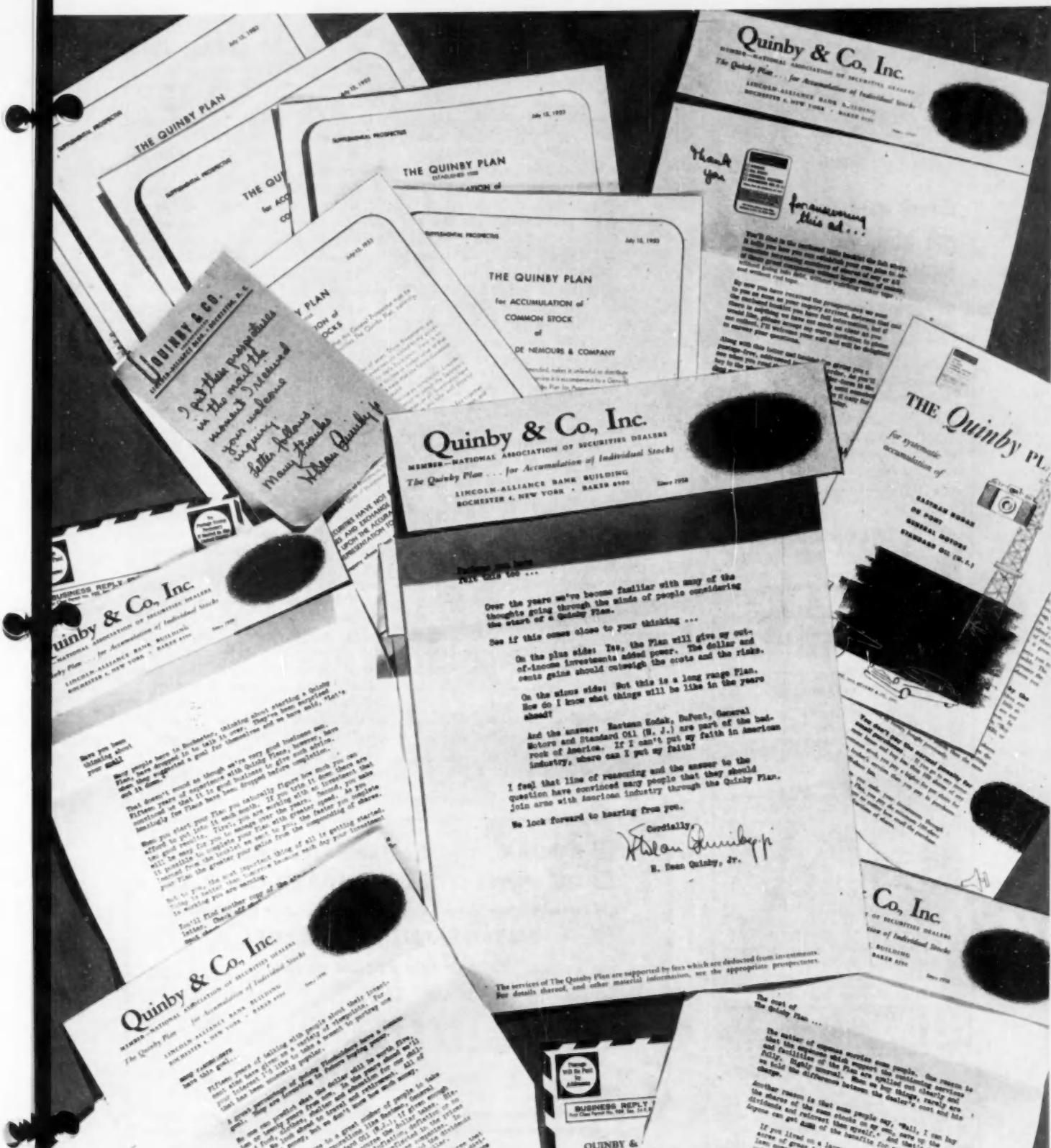
Another letter . . . two weeks after inquiry. The fourth shot . . . four weeks after inquiry. Fifth letter . . . seven weeks. Sixth and final, on the first Monday after the 15th of the month following the fifth mail contact.

It's all handled very smoothly now by the direct mail team.

By end of 1951, Dean's clients had risen to 1781, with total shares held

THE QUINBY MAIL CAMPAIGN

In immediate answer to space inquiries, the group of prospectuses shown at upper left are sent out the same day inquiry is received. The next day, the letter reproducing the space ad (upper right) is mailed to the stock prospect. The rest of the letters are mailed at two, four, seven week intervals after the initial inquiry is received.





direct mail details got you feeling mighty low?

You can climb out of that hole when you take advantage of our kind of Sales Letter—with the built-in reply card (or envelope)!

One-stop service for copy, art, printing and mailing saves your time—keeps you busy planning instead of just picking up loose ends.

And you'll be joining a mighty impressive list of blue chips, too. Who's learned that the built-in reply card boosts responses, lowers costs. Write for more information and samples of recent successful promotions.



SALES LETTERS
INCORPORATED
250 W. 49th St., New York 19
Telephone Circle 6-0843

"NEW" FELINS TYING MACHINE



Felins All-Purpose Pak Tyer tying machine will handle the tying problems in your office, factory, and mailroom faster and more efficiently than you believe possible. Easy to operate. Ties any size or shape package, bundle, box, heavy or light, up to 6" high. Will use heavy or light twines and tapes.

Let Felins solve your tying problems. Two Models — Movable Stand (illustrated), Table Model.

Send for prices and circulars.

FELINS TYING MACHINE CO.
3351 N. 35th St.
Milwaukee 16, Wis.

WARM UP COLD COPY



and keep costs down, quality up with Art Mart art. Classified, easy to use, new and fresh every month. Must see to appreciate. Write:

WRITE: M. Bond
P. O. Box 2121
Dallas 21, Texas

amounting to \$2,162,860. Since then the growth has been steady. April, 1954, showed 3721 plans on the custodians' books with shares valued at \$6,300,000.

The plan received a tremendous boost in October of 1953, when Eastman Kodak agreed to install a payroll deduction method for employees who wanted to buy company stock through the "Quinby Plan". No telling what might happen if the other companies decided to do likewise. Might be difficult for us to get in to see Dean Quinby on our next trip to Rochester...but we doubt it because he's such a friendly and down-to-earth fellow.

Dean is thinking of testing other methods of approaching prospects (within the strict rules of the S.E.C.) but so far his best bet has been the ads in the *New York Times*. The *New York Times* even used Dean's operations as the basis of one of their own spectacularly good mail promotion pieces. One of the cleverest gimmicks used in the follow-up campaign is...the ad from the *Times* imprinted on the face of first envelope inquirer receives from Quinby & Co., Inc. We also like Dean's insistence on a "family resemblance" in his letterhead, envelope, calling card and other direct mail material.

It all makes an interesting story of direct mail success in an unusual field...but it will probably be a bigger story in not too many years ahead. Dean now has "Quinby Plan" clients in forty states and in many far away places, including Okinawa, Alaska, Japan, the Philippines, Borneo and Mexico. (A fellow in Borneo subscribed to a \$12,000 plan by mail after one

follow up).

Dean's relationship with his bank is strong and friendly. We saw a letter written to him by the Executive Vice President...which read in part: "...Our records provide an impressive history of the growth of your idea which has been adopted by men and women from coast to coast in addition to a wide cross section of people in Rochester, where it was born. In the course of more than 100,000 individual transactions with participants in the Plan, we have had full opportunity to sense the good will which your organization has created."

Before leaving Dean Quinby's office we managed to get into a friendly argument. An old subject with this reporter. In our opinion, Dean's advertising and descriptive literature do not clearly define his plan in quick easy-to-understand language. Of course he is limited by S.E.C. regulations. But his slogan reads—"For accumulation of individual stocks." Seems like a better one could be found. Wish we could help...but nothing suitable has appeared out of thin air.

Here's a suggestion for Reporter readers. You ought to see Dean's follow-up. Answer the ad reproduced here. Get the six pieces. In reading, see if you can find the just right description for the Quinby Plan. You might be able to sell Dean the idea. But we warn you to be careful about who's selling who. Dean is a super-salesman and you'll probably wind up with a budgeted block of Kodak stock in the Lincoln Rochester Trust Custodian account. Then you'll feel like going to Rochester every May to see the Lilac Festival. It's gorgeous.

<input type="checkbox"/> KODAK	<input type="checkbox"/> GENERAL MOTORS
<input type="checkbox"/> DU PONT	<input type="checkbox"/> STANDARD OIL (N. J.)

FREE Folder tells how you can invest in any one or all of these stocks on a

BUY-AS-YOU-GO BASIS

Please check the prospectus you want

THE Quinby PLAN

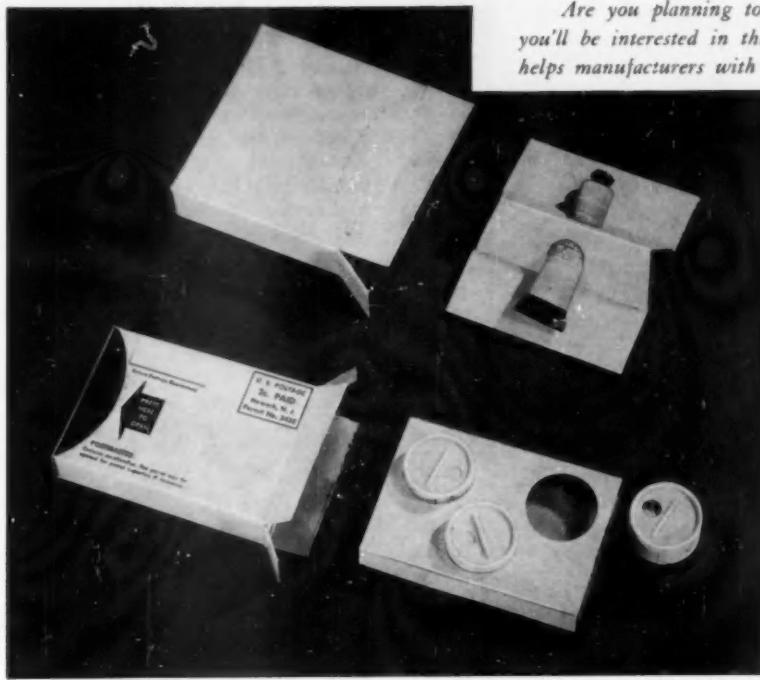
ESTABLISHED 1938

1214 Lincoln Alliance Bank Bldg.

Rochester 4, N. Y., Tel. BAker 8590

Quinby Plan ads like this one in The New York Times spark the stock by mail program. The ad is also reprinted as the corner card on the initial prospectus envelope sent inquirers.

Are you planning to sample your product? If you are, you'll be interested in this profile of an organization which helps manufacturers with all types of products to—



(Photo courtesy of Modern Packaging Magazine)

Pack-It and Mail-It, twin companies in Newark, N.J., are helping manufacturers solve direct mail sampling problems by providing a complete packing and mailing service for a wide range of products. Typical is a sample of Ben-Gay baume, boxed in a specially-designed, crush-proof container (TOP) . . . and a 25¢ sample package containing three shades of new Super-Glow face powder (BOTTOM). Pack-It and Mail-It designed and filled three small face powder containers, boxed them, processed the 25¢ orders, and mailed 100,000 samples Third Class direct from Newark.

In 1948 when vocalist Doris Day recorded one of her hit songs, she never realized her lyrics would be taken seriously. But while radios and juke boxes were busy entertaining the nation with her:

*Put 'em in a box;
Tie 'em with a ribbon;
And throw 'em in the
deep, blue sea**

. . . a man named William T. Ropp was busy organizing a firm to help manufacturers seriously apply the song's lyrical advice to boost their sales.

In six short years, an idea akin to Doris Day's lyrics has developed into a sizeable contract packaging business which now handles a large variety of sample promotions. An impressive number of manufacturers are using Ropp facilities to put their products into boxes . . . tie, seal and label them . . . and launch them in the deep but lucrative sea of prospective custom-

*Copyright 1948, Remick Music Corp.

ers. Like the proverbial casting of bread upon the water, both manufacturers and the Ropp organization are reaping a handsome return from direct mail product sampling.

After many years of selling bottles and caps for Owens-Illinois Glass Company, William T. Ropp decided to try his hand at a private label business of his own. With little financing, he met with early success by snaring a profitable Glim dishwashing compound account. When he submitted a bid and won a large government contract to package cocoa for overseas shipment, Mr. Ropp found himself with both feet planted squarely in the contract packaging business.

His brother John and son William, Jr. both joined the venture, and the three Ropps formed a company under the easy-to-remember monicker: *Pack-It*. With John holding down the production fort, William Sr. and Jr. devoted their days to selling new accounts. At night they returned to *Pack-It's* small plant in Long Island City, N.Y., and helped John fill the

PUT 'EM IN A BOX!

By Dudley Lufkin

Field Editor

cocoa shipping orders. Their light bill was high, but the cocoa always went out on time.

It wasn't too long before the midnight oil paid off. *Pack-It* packed up the few machines they had acquired, added some new ones with the cocoa profits . . . and with several new and promising contracts, moved to greener packaging pastures in a spacious plant at 109 Monroe Street in the industrial heart of Newark, N.J.

A Complete Production Plant

Present-day *Pack-It* runs the gamut of packaging formats. It provides manufacturers now with two facile factories for packaging and sampling liquid or dry products in plastic bags, envelopes, bottles, boxes, cans and collapsible tubes. One such product is Pitney-Bowes' postage meter ink which is both tubed and canned at *Pack-It*. Pitney-Bowes and other manufacturers ship their material in bulk to Newark where high-speed machines "pack it", label it, crate it, and ship



Eight of Pack-It and Mail It's 50 employees . . . busy with a combined machine and hand assembly sample packaging job.

it out in lots according to the manufacturers' instructions.

Pack-It also operates as a complete production plant for several products. Lexol, a leather conditioner, is typical. Several chemical ingredients are delivered separately to Pack-It where they are mixed to formula, canned, labeled and shipped direct to distributors on orders from Lexol's offices in Caldwell, N. J. The manufacturer has no production, packaging or shipping problems and is free to concentrate total efforts on sales and distribution.

Pack-It Adopts Mail-It

Production and cost-wise, most manufacturers turn their sample packaging over to contract packagers. A recent survey made by *Modern Packaging* magazine shows that there are approximately 40 of these contractors who are more efficiently set up for packaging small or odd-shaped samples.* With a flexibility of operation, they have special, high-speed machinery which is easily adaptable to any format for which the manufacturer's standard packaging line is not geared.

For this reason, the Ropps soon discovered that Pack-It was actually a binary business. In addition to Pitney-Bowes' ink, Lexol and other standard packaging, pharmaceutical manufacturers came to them to package medical samples for promotional mailings to doctors. Chemical manufacturers

called on them to produce sample packages of fertilizer and other garden products for salesman distribution. Cosmetic firms wanted samples packaged for consumer direct mail campaigns. Sample mailers became a prime market for Pack-It.

To sell this market, the trio took a giant step beyond merely accepting orders to fill sample packages. Not only did they agree to produce samples, but also offered manufacturers a complete "package" service that would handle their mailings from start to finish. There were many problems involved, but the Ropps still had plenty of that midnight oil left from their Long Island City schedule. Using it on lengthy mechanical huddles, the three partners worked out some clever innovations for their packaging and labeling machines . . . adapting them to efficient direct mail production.

Manufacturers liked the Ropps ideas. So, with their direct mail packaging service formulated, the Ropps formed a sister company to Pack-It. They gave it an equally easy-to-remember title: Mail-It. The growth demanded more production space, so they opened their second Newark plant in a 20,000 square foot building at 7 Brown Street. The new premises, complete with railroad siding and storage tank facilities, also became central headquarters for both Pack-It and Mail-It. The Monroe and Brown Street plants permitted packaging of a full range of diversified products.

*"What About Contract Packaging?" pg. 71, April, 1954 issue of *Modern Packaging*, 575 Madison Avenue, New York 22, N. Y.

The "Package" Service

About that time, Germaine Monteil Cosmetics Company was planning a promotional introduction for their new and exclusive face powder *Super Glow*. Because the expensive cosmetic was to retail at \$5.00, the initial promotion was beamed at an exclusive market via a double-barreled publicity sample campaign. To assure hitting only interested prospects, the publicity campaign was built around a 25c mail order offer for a sample package of the new face powder.

With three different shades of *Super Glow* to be sampled in one mailer, Germaine Monteil brought the packaging problem to Mail-It. They designed three small but attractive containers for the different powder shades, filled them . . . and with emphasis on rugged box construction for perfect-condition, delivery, packed them in a Mail-It designed mailing box. As part of their regular mailing service, Mail-It contracted for all packages, containers and printing . . . and double checked with the post office to make certain the mailer conformed to Third Class regulations.

Two At A Time Labeling

The campaign got off to a flying start with a Super Glow picture story in the Health & Beauty section of *Mademoiselle* magazine and other items in newspapers. When the orders started coming in to Germaine Monteil's offices at 663 5th Avenue in New York City, Mail-It picked them up and filled them. Quarters were counted, processed, and the samples addressed and mailed direct from Newark.

One of the machine innovations mentioned a few paragraphs ago included the adaption of packaging equipment for direct mail labeling. Sheets of paper are printed with light rules dividing them into 33 sections. Addressographed in position within each section and guillotined on the rules, each sheet produces 33 separate addressed labels. With mechanical adjustments made, these labels are fed into a standard Pony bottle labeler. When the packages roll out of the automatic sealing machine, they are fed into the Pony where labels are automatically glued and attached to two boxes at a time.

The Mail-It labeling system speeds up direct mail production by eliminating unnecessary package handling. It worked well for the 100,000 odd *Super Glow* samples mailed over a peri-

od of several months. It has also worked well for many mass mailings where production speed is important. Among them was a rush, one shot *Ex-Lax* sample promotion, packaged and mailed to 1,400,000 consumers within 25 eight hour working days.

Solving Packaging Problems

Although they are primarily specialists in packaging pharmaceuticals, chemicals and cosmetics, it's not unusual to see items ranging from corks to screws being packaged and processed at *Pack-It* and *Mail-It* plants. When every process is in operation, their 50 fast-working employees are capable of a total output totaling a half million pieces a week. This happened not long ago when most every process was in operation for a mammoth job completed in record time for Helena Rubinstein Company. It consisted of separate packaging of liquid cosmetics, dry powders, combs, lipsticks, etc., and hand assembling them in a special make up kit box.

Hand assembly plays an important role in the *Pack-It* and *Mail-It* service. But William Ropp, Jr., admits that there is no formalized "system" for it at either plant. Because each job is a different problem, each requires an altered set up.

"We just line up our girls at tables and begin," explains William Jr., "By trial and error after the first hundred pieces or so, we've found the bugs in the assembly line. The necessary changes are made, and the job gets out pretty fast."

The trial and error girls have received their share of testimonials for their hand assembly prowess. During one rush job for Bristol-Myers Company they were visited by a Bristol-Myers efficiency expert, sent to see how production might be stepped up. His major observation was: "I wish I could get my girls to work that fast".

The three Ropps have a sharp pencil that is always ready to figure a new way to cut packaging costs. Congoleum-Nairn, Inc., for instance, had a tough cost nut to crack with their Gold Seal Congoleum sample books. If you've ever planned to re-cover your kitchen or bathroom floor, you are undoubtedly familiar with the suitcase-sized floor covering book offered by your local hardware dealer. Its hundreds of sample patterns gave it a bulk and weight not easily lifted onto the counter by the dealer. And any gymnastic exercise your dealer got from the book was tripled for

Congoleum salesman in the field who had to lug it around with them.

Congoleum-Nairn, Inc., wanted to lighten the load for all concerned. They had 8½" x 11" full color plates of their many patterns but even printed sheets that size would only reduce the thickness of the book to that of a giant, deluxe edition dictionary . . . at tremendous expense.

Pack-It took the 8½" x 11" plates, printed them in a limited quantity, and cut the printed sheets into small sample swatches. Applying the same technique as the address labels, they attached six samples swatches to pages the same size as the original book. The result was that the sample book lost pounds of weight and Congoleum-Nairn, Inc., saved thousands of dollars in the process.

Helen Bishop Company was faced with a point of purchase problem when marketing their lipstick in supermarkets. A lipstick attached to a small card is an easy mark for shoplifters. Both manufacturers and stores alike lose thousands of dollars a year by nimble but dishonest fingers. A woman can easily slip a small item like lipstick off its carrying card and into her purse. Even if she's spotted and stopped, the store runs the risk of creating a bad scene trying to prove she didn't buy it elsewhere. "After all, every woman carries a lot of lipstick in her purse!"

Pack-It made it tough for shoplifters by designing an attractive but tamper-proof 2" x 5" box to hold the lipstick. Besides being glue sealed and hard to open unnoticed, the box gave Helen Bishop lipstick P.O.P. design and copy appeal.

A Service For Mail Order Sellers

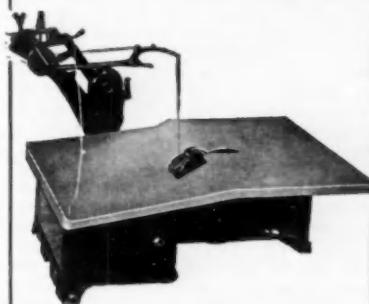
The packaging partners are now in the process of broadening *Mail-It* activities to service mail order sellers with product fulfillment, and direct mail users other than samplers who want to use the impression value of packages in their campaigns of 2000 pieces or more. The broadening process calls for some mailings of their own which are now in the works. These mailings will include a boxed barrage of . . .

Wait a minute! We won't let the cat out of the bag and give you the details — you may be on their list. Even if you're not, you can probably get a good sampling from a hit song Doris Day recorded back in 1948.

CUT YOUR MAILING COSTS!

SAVE TIME... AND MONEY!

WITH THE SAXMAYER No. 6 TYING MACHINE



Newest model of the Saxmayer line — high speed Model No. 6 — is this highly efficient general purpose tying machine. Especially suited for tying mail in direct mail departments — the Saxmayer No. 6 is attractive, with black crinkle coated body and white porcelain top — efficient, does not waste time.

The Saxmayer No. 6 features simple construction — all working parts interchangeable; safety — automatic releases where needed; and versatile — adapted to general purpose tying of various size bundles in any sequence up to 6" high without adjustment.

A portable table model — the Saxmayer No. 6 can be equipped with adjustable legs and casters at a small additional cost.

Whatever your tying problem there's a Saxmayer to meet your requirement. Write for illustrated folders.

DEPT. A

**NATIONAL
BUNDLE TYER COMPANY**

Blissfield,
Michigan

MATERIALS AVAILABLE FOR COMPANY LETTER IMPROVEMENT PROGRAMS

by Francis W. Weeks

Asst. Prof. of Bus. English, Univ. of Illinois

Reporter's Note: During the past few years, The Reporter has received many requests for information on "How do we set up a letter improvement program?" or "where can we find suitable training material?" These requests have been hard to answer . . . because material has been so scarce. We took up the problem with the folks at American Business Writing Association (428 David Kinley Hall, Urbana, Illinois). We all knew that a number of companies had designed internal training programs which were not available to other companies. Finally, Francis W. Weeks volunteered to write an outline for us, because he admitted that the ABWA needed something like it. So . . . here is his outline which we will use in the future for answering inquiries. Francis is assistant professor of business English, University of Illinois; assistant secretary-editor, American Business Writing Association; business writing consultant, State Farm Insurance Companies. If any Reporter readers have suggestions for improving this outline, write to us.

When you decide to do something about the letters your people are writing and start to look for films, outlines, bulletins, and other training aids, you quickly discover that such materials are hard to come by. There are all kinds of publications and helps available for training salesmen, typists, etc., but very few for training letter writers.

A questionnaire survey of forty-four business writing consultants, companies having letter-improvement programs, and trade associations brought forth the following list of available materials.

FILMS:

The Clay Ball, Public Relations Department, New York Life Insurance Company, 51 Madison Avenue, New York 10, N.Y. A sound-slide film strip with accompanying brochure, slanted toward the problems of insurance correspondence. Available on loan without charge. New York Life also offers without charge a series of four Effective Letters Blotters.

Frailey's Letter Clinic, Dartnell Corporation, 4660 Ravenswood Avenue,

Chicago 40, Ill. A sound slide film kit of six film strips and records along with other materials such as bulletin board announcements; \$150 for purchase, \$50 for two-week rental.

BOOKLETS:

Better Bank Letters, The Todd Company, Rochester, N.Y. A 16 page booklet on bank correspondence—free.

How to Improve Business Communications and Better Business Communications, Wayne University Press, Detroit, Michigan. Two booklets containing the papers read at the Wayne University Communications Conferences, 1950 and 1951, \$1.75 each.

How to Write Better, Rudolf Flesch, Science Research Associates, 57 West Grand Avenue, Chicago 10, Ill. A 48-page booklet priced at 40 cents each or three for one dollar. Also available from Science Research Associates is the *Reading-Ease Calculator* developed by the Employee Research Section of General Motors, \$2 each or three or more for \$1.50 each.

How to Write Better Letters, L.E. Frailey, Dartnell Corporation, 4660 Ravenswood Avenue, Chicago 40, Ill. A 64-page booklet selling for 40 cents a single copy with quantity discounts available.

Money-Making Mail, R.R. Aurner, Fox River Paper Corporation, Appleton, Wisconsin. A series of six 12-page, 8½" x 11" booklets costing 25 cents a booklet.

BROCHURES:

Aurner's Letter-Guide and Aurner's Correct Salutations for the Dictator, R.R. Aurner, Dean W. Geer Company, Oshkosh, Wisconsin. Four-page, 8½" x 11" folders. Price in quantity on application.

Simplified Letter Brochure, National Office Management Association, 132 West Chelten Avenue, Philadelphia 44, Pa. A four-page brochure telling the story of the Simplified Letter. You can get ten free on request, more than ten are five cents each.

LETTER COLLECTIONS:

Blue Book of Credit Department Letters, Leonard Berry, National Retail Credit Association, 375 Jackson Avenue, St. Louis 5, Mo. A 48-page collection of 36 letters. \$1.50 a copy.

200 Tested Sales Letters, Dartnell Corporation, 4660 Ravenswood Avenue, Chicago 40, Ill. A three-ring binder of actual letters reproduced on company letterheads. \$7.50.

MONTHLY SERVICES:

Better Letters Service, monthly throughout the year, National Retail Credit Association. Yearly subscription — \$25. Write for details.

International Correspondence Schools has added a new letter writing course to their curriculum. Authored by Mary D. Rhinelander, former correspondence manager of the N.Y. Brokers Assn. Write to John C. Vilauwe, Dean of Faculty, I.C.S., Scranton 9, Pa., for complete information.

There are, of course, many books on letter writing, some of which might have limited use in letter-improvement programs. One which should be mentioned here is Sherman Perry's *Let's Write Good Letters* published by the American Rolling Mill Company, Middletown, Ohio, and selling for one dollar a copy.

The above list is unquestionably incomplete, and we would be happy to hear from readers who can contribute

additions to it. Many companies have letter-improvement programs for which they have prepared their own materials. Many companies have correspondence manuals for dictators and secretaries. No attempt has been made to list such materials or the companies producing them. Produced for the use of one company in solving its letter writing problems, such materials are seldom useful to another company which has its own problems.

Since it is almost impossible to find a film, booklet, or outline which will serve as a basis for your letter-improvement program, what can you do? There are three solutions to your problem. You can hire a professional business writing consultant to put on a training program for you. You can hire a college professor of business writing on a consulting basis to come into your company, hold conferences with your officers, determine your problems, and set up a program specially tailored to your situation. Then you can have him conduct the program, or you can conduct it yourself. The third solution is for you to do the work yourself: survey the situation, prepare your own materials, conduct your own program.

You can get some help from the American Business Writing Association, 428 David Kinley Hall, Urbana, Illinois. ABWA can provide some outlines, names of consultants, sources of materials, and names of companies conducting letter-improvement programs.

Fundamentally the problem of correspondence improvement boils down to coaching your letter writers—showing them how to improve their letters. No films or booklets or bulletins can do more than tell them what to do. And that is not enough. You have to show them how to do it. The best letter-improvement program is the one tailored to fit your own problems; the best teaching aids are those you prepare yourself; the best materials are the letters your correspondents write; the best teaching method is to have your correspondents re-write their own letters under the watchful eye of an instructor who knows your company and the people who receive letters from you.

Editor's Note: To the above should be added . . . Earle Buckley, Lincoln-Liberty Bldg., Philadelphia 7, Pa., has a syndicated weekly bulletin service which he is furnishing to many companies. Bulletins give a continuous training in letter writing improvement. Get details from Earle.

All designs on the inner face of Tension Art Lined Envelopes eliminate "see through" even when held to the light. You, your customers and employees will appreciate this added privacy for checks or confidential messages.

These envelopes, too, lend prestige to your mail, help advertise your company and your products. You can enjoy these extra benefits...and at very little extra cost. Write for samples today.

ANOTHER TENSION BILT-TO-FIT ENVELOPE

TENSION ENVELOPE CORPORATION

NEW YORK 36, N.Y. • 522 Fifth Avenue
ST. LOUIS 10, MO. • 5001 Southwest Ave.
MINNEAPOLIS 1, MINN. • 129 North 2nd St.

DES MOINES 14, IOWA • 1912 Grand Avenue
KANSAS CITY 8, MO. • 19th & Campbell Sts.
FT. WORTH 12, TEXAS • 5900 East Rosedale

A Proven Way To Sell Your Product Nationally Through Newspaper, Magazine Advertisements

Move merchandise, expand your business, increase sales. Keep your plant running at full capacity. A direct selling mail order business or department will give the extra sales you need. The right ad strategies bring low cost orders, inquiries, leads, consumer demand, distribution.

Secure Door-to-Door Agents

You can get orders directly from the consumer through direct selling salespeople who either buy and resell your product, or who take orders on a C.O.D. basis. You obtain them through publication advertising. This is a big business for people who are able and willing to go after business in the right way.

MARTIN Advertising AGENCY, 15 East 40th St., Dept. 15, New York LE 2-4751

Build a Business by Mail Order

At your disposal is 31 years' know-how in recruiting by mail direct selling house-to-house, store-to-store, office-to-office, factory-to-factory, farm-to-farm salespeople and distributors through properly planned and executed publication advertising.

Many Successes

Appoint us to place all your publication advertising at publishers' rates. Fully recognized. Established 1923. Member A.A.A. Complete counsel service. Consult

Write now for your FREE sample "Clip Book of Ready-to-Use Art" and new Hand-Lettering on Acetate. Also details on \$10 kit of stock art free! Cut paste-up time and costs in half. No obligation. Send for yours today.

HARRY VOLK JR. ART STUDIO

22 West Verona, Pleasantville 2, N. J.

DIRECT MAIL AND MAIL ORDER

COPY

Writer of Mail Order Letters that bring back orders and cash . . . Contacting Letters that create and maintain good will between salesmen's calls . . . booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully endorsed by a nationwide clientele. Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . editor of IMP, "the world's smallest house organ."

ORVILLE E. REED

106 N. STATE STREET
HOWELL, MICHIGAN

"L. I." has always
been a losing proposition

The country's most careful owners of mailing lists have found out long ago that the rental of their names to non-competitors can be done with complete security through us, enabling them to realize a very substantial extra profit.

You don't sell your list, and it need never leave your premises. You simply rent it to our highly responsible clients on a royalty-for-each-use basis for as much as \$15 per 1,000 names.

"List Idleness," like idle machines, represents losses instead of profits. So if you have a list of 5,000 or more names, it will pay you to send the coupon for complete FREE details.

CHARTER MEMBER
National Council of
Mailing List Brokers

WILLA MADDERN, INC.

215 Fourth Ave., New York 3, N. Y.

Without any obligation, send us complete details about the profits we can make from the rental of our mailing list to non-competitive users.

Name _____

Company _____

Address _____

City _____ Zn. _____ State _____

Elliott
**ADDRESSING
MACHINES**

offer you the only competition
you can find in the Addressing
Machine industry.

Consult your yellow telephone
book or write to The Elliott
Addressing Machine Co.,
127 Albany St., Cambridge,
39, Mass.

WHAT DOCTORS GET IN THE MAIL

For many years, Harold O'Neill (Clark-O'Neill, Inc., 100 Sixth Ave., New York, 13, N.Y. "Addressing to the Professions") has made a practice of surveying and analyzing the mail received by a typical doctor throughout the year. The Reporter has reproduced these findings fairly regularly in the

past. Harold has now released his statistics for April 1953 to 1954. They are reproduced in accompanying schedule.

You will see that physicians received more mail in the 12 months from May 1, 1953 to April 30, 1954 than during any similar period. All of the

CLARK—O'NEILL ANNUAL SURVEY OF MAIL RECEIVED BY A NEW YORK PHYSICIAN

	1954	1953	1952	1951
Pharmaceutical	3178	2883	2602	2286
Medical books & Journals	78	100	55	80
Equipment & Instruments	58	59	43	54
Miscellaneous	244	263	321	308
TOTAL:	3558	3305	3021	2728

TYPE OF ADVERTISER	PERCENTAGE OF TOTAL			
	1954	1953	1952	1951
Pharmaceuticals	89.3	87.2	86.2	83.8
Medical books and Journal subscription solicitations	2.2	3.0	1.8	2.9
Medical equipment and instruments	1.6	1.8	1.4	2.0
Miscellaneous — includes all mail of a non-medical nature	6.9	8.0	10.6	11.3

TYPE OF POSTAGE USED	PERCENTAGE OF TOTAL			
	1954	1953	1952	1951
Printed permit	73.6	72.2	61.7	56.5
Postage meter	13.3	16.9	17.0	18.2
1½¢ stamp	2.0	1.3	2.6	3.4
2¢ stamp	3.5	3.1	1.9	2.7
First class	3.6	2.4	2.9	3.4
Government postal cards	4.0	4.1	13.9	15.8

CORNERS CARDS	PERCENTAGE OF TOTAL			
	1954	1953	1952	1951
Usual style — name and address in upper left-hand corner	60.6	62.3	54.8	56.3
Name and address on flap or reverse side	7.3	8.2	5.9	6.9
P. O. box or street address used — no company indicated	2.5	1.2	1.9	2.6
No corner card or return address	29.6	28.3	37.4	34.2

SELF-MAILERS AND MAILING CARDS	PERCENTAGE OF TOTAL			
	1954	1953	1952	1951
Sealed	5.5	7.1	4.8	2.4
Unsealed	17.8	16.1	13.8	13.3
Mailing cards	19.8	20.0	15.1	10.1
Government postal cards	4.0	4.1	13.9	15.8
Sample request cards enclosed	9.9	10.6	9.0	9.4
Samples	16.3	15.7	13.1	10.9
Blotters (1 or more) enclosed	4.6	5.7	4.6	6.0
House magazines	5.1	5.5	5.8	3.9
Letters enclosed	19.3	21.2	23.3	26.7

NUMBER OF PRODUCTS ADVERTISED IN INDIVIDUAL MAILINGS	PERCENTAGE OF TOTAL			
	1954	1953	1952	1951
One product	80.1	78.3	83.9	83.3
Two products	7.6	10.6	7.1	7.4
Three products	3.3	3.5	1.9	2.6
Four products	2.4	1.5	1.2	1.4
Five products	0.9	0.9	0.1	0.2
Over five products	5.7	5.2	5.8	5.1

increase came in mailings made by pharmaceutical manufacturers. 3,178 mailings from pharmaceutical manufacturers is a formidable figure. Works out to 10 plus mailings on every day of the year that mail is delivered. (10 years ago this same physician received 971 mailings from the drug industry.) Unsolicited sampling hit an all-time high this year with 16.3% of all mail carrying a sample. By contrast back in 1947 only 9.3% of the mail brought a sample. As broadcast sampling increases, the offer of samples by means of a reply card naturally dips. To show the trend—in 1948, 19.4% of the pharmaceutical mail carried a reply card offering samples. This year the figure is 9.9%.

We are particularly glad, at this time, to print Harold O'Neill's analysis because about the same time it arrived we read in *Advertising Age* a report of a meeting on May 19th of the Midwest Pharmaceutical Advertising Club in Chicago. One correspondent who sent us a clipping, hand-labeled it as "BLAH-BLAH!"

A panel of experts in agency and trade journal fields according to the report, lashed out against "use of too much direct mail." Claimed doctors were too busy to read their mail.

That ain't the way we heard it! Our interviews with doctors and dentists seem to prove that professional men are depending more and more on the technical information received from manufacturers.

If the "experts" at Chicago are even half way correct, why have the receipt-of-mail figures from manufacturers jumped in ten years from 971 to 3178? The advertising managers of pharmaceutical houses are not exactly dumb. They spend there money where it counts...in results.

One expert even decried the use of humor. Yet some of best pharmaceutical advertising has had a humorous twist. Another advised: Don't send unsolicited samples...yet sampling has about doubled in past ten years. We'll watch Hal O'Neill's figures for future years with much interest.

MAKE CONVENTION TIME VACATION TIME!

BOSTON, MASS., STATLER HOTEL

Mail Advertising
Service Association:

October 9 to 12

Direct Mail Advertising
Association:

October 13 to 15

Have you seen these new Vari-Typer Type Styles?



INSTANTLY CHANGEABLE Type
in all styles and sizes, in one machine.

No. 795

TYPE CAN BE Composed directly on Litho
Plates, Mimeo Stencils or Offset paste-ups.

No. 690

BOTH LEFT and right margins evened
automatically in true print-shop fashion.

No. 700

CATALOGS, BOOKLETS, Literature, Forms,
House Organs, prepared in your own office.

No. 600

No. 605

FORMS RULING IS AUTOMATIC AT THE PUSH
OF A BUTTON FOR ANY KIND OF RULED LINE.

No. 800

SPACINGS BETWEEN Lines are variable from
zero to eighteen points on a calibrated dial.

No. 660

No. 665

TWO FONTS Are in operation in the machine at
one time permitting the use of matching italics.

No. 680

No. 685

EVEN DIRECTORIES can be produced with Vari-Typer
condensed type faces, affecting tremendous economies.

No. 740

TYPE FACES SHOWN HERE are only a few of the
hundreds available. Mail the coupon for complete catalog.

No. 650

RALPH C. COXHEAD CORPORATION
720 Frelighusen Ave., Newark 5, N.J.

Please send Vari-Typer Booklet C-9

NAME.....

COMPANY.....

ADDRESS.....

CITY ZONE..... STATE.....

SEND FOR
COMPLETE
CHART OF
TYPE FACES

"Person-To-Person" COPY

In a direct sales message, I "talk" to one person — not to a mob . . . and by striking a personal note, I usually strike pay dirt.

The hard part of it is to fit the copy to each type of prospect, and to visualize his needs . . . It isn't enough to hand me a picture of the product and its many uses. That tells me only half the story.

The full story comes to me as I tackle a number of assignments, and live for a while with my client's problems. This alone helps me to write sales letters that ring true, and ring the register.

Plans and copy services available at moderate fee. Monthly retainer preferred. Top references.

M. A. POLLEN

30 W. 15th St., N.Y.—OR. 5-4352



MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottoes" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER
2125 E. 9th St. Cleveland 15, Ohio

Respons'N-Blotter
increases REPLY-CARD RETURNS!

The RESPONS'N-BLOTTER carries a "BUILT-IN" pre-addressed REPLY-CARD designed to fit your prospect's envelope perfectly fine. It uses the blotter — SELF-MAILER! ONLY ONE ADDRESSING! Write for sample! For factory: 44-1649

THE OTHER SIDE IS A BLOTTER!
RESPONS'N-BLOTTER • 10 Hanover St., N.Y. 5

An illustration of a rectangular self-mailer reply card. It has a slot at the top for a postage stamp. The words "WRITE FOR BOOKLET" are printed in bold, capital letters in the center. The card is attached to a string with two circular fasteners.

GRISES of the MONTH

• Gripes are developing all over the country against the so-called "would you take" offers being made by mail by automobile dealers. Usually they take the form of a postal card mailed to automobile owners, such as: "Dear Mr. Mounez: Would you take \$750 for your 1949 Ford on the purchase of a new car? I have a customer for yours. Please see me." (Signed, etc.). Resentment has grown against these offers because, in most cases, it turns out there is no purchaser and no such allowance, since the dealer has never seen the car in question. At the 40th annual conference of the Better Business Bureaus in San Francisco . . . a resolution was passed condemning the use of the "would you take" cards or similar deceptive devices.

• Our personal gripe for the month concerns advertising agencies which send press releases about a client's product and then follow up with phone calls, or what's worse, double postal cards asking the editor to let them know when release was, or will be, used. And if not, why not. In most cases there are thinly veiled threats that future advertising contracts are dependent on publicity. This editor resents that sort of pressure and we believe most editors feel likewise. The best way to get free publicity is to give interesting facts; then let the editor decide.

• There have been ugly rumors that certain postal employees in the larger cities have been demanding a "hand-out" (polite word for graft) to "expedite" large incoming deposits of third class mail. No one seems willing to stick their neck out by a public disclosure. But there is much grumbling behind the scenes. Postal inspectors should keep their eyes peeled on incoming platforms.

• The citizens out in Dodge City, Kansas, found a spectacular way to dramatize their complaints against slow mail service. *The Daily Standard* published in Excelsior Springs, Missouri, told an interesting, illustrated story on May 2 about a stunt revival of the Pony Express. Seventeen mounted horsemen galloped over the old Fort Supply trail from Ashland, Kansas, to Dodge City. In Pony Express days the trip was run in a little more than four hours. But now it takes almost a full 24 hours for a letter to get to Ashland from Dodge City.

• Grips are continuing about charity rackets . . . in spite of the publicity and new New York State laws. Just heard of a printer who "was taken" by a slick promoter of a testimonial banquet under the guise of a religious foundation. Charles Binger (Reply-O Products Co., 7 Central Park West, New York 23, N. Y.) passed along a suggestion

which should be followed by all producers: Charlie's company handles many charitable campaigns and as of now he is requesting all clients to furnish him with an affidavit that they will comply with the New York State laws regulating charities, even though the laws do not completely go into effect until September 1. We don't know how this can be applied to religious organizations, since they are exempt from registering or making financial disclosures. But we think producers handling religious drives should be able to demand an affidavit stating that the names used as sponsors have given their full consent. We believe the religious organizations would whole-heartedly agree with this position. We would like to hear from other producers on the subject.

- The newspaper campaign against third class mail, and particularly against the "Simplified Addressing" regulation, is continuing at top speed. A Springfield (Mass.) paper, on May 6, carried a disgraceful and dumb editorial against all types of direct mail. It was particularly nasty about charity appeals. Walter Whittum, of Springfield, wrote an excellent rebuttal which the editor of The Union graciously allowed to be printed. The Hearst papers, on June 3, carried another tirading editorial on *postal junk*, claiming that most of it "announces miraculous cures for warts and things like that". The editorial further declaims against Simplified Addressing by saying: "Promoters who use this method to blanket a neighborhood get by at so little cost that it amounts to almost free delivery." The writer of that statement doesn't understand accountancy or economics. The user of

the mail is paying the regular amount of postage and the post office is relieved of the burden of separation.

- One correspondent this month seems to have a very logical kick. He claims that many post offices, particularly in California, have been returning mail which appears to be properly addressed but which the post office claims cannot be delivered because routes or post office names have been changed (recently). How can the average mailer know about these recent changes? Why shouldn't the post office deliver the piece (since recipient is in an adjacent area) and then notify the mailer that the post office name or the route has been changed? Logical questions.

- Kicks continue against the use of the word "personal" on envelopes which contain nothing personal. One mail order house on Jamaica Avenue, Richmond Hill 18, N. Y., is responsible for many of the complaints. We will keep hammering at these operators with the hope that some day they will wake up to discover that this practice does nothing more than decrease returns.

- More complaints are being received about charity solicitations from foreign countries...from as far away as India. One correspondent writes: "I'm a sucker for these sort of things and I certainly wish I knew how to distinguish the 'wheat from the chaff'." That is practically impossible so far as foreign mailings are concerned. All of us have enough trouble making that analysis of our internal charities.

HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

98,000 Recent Expires "Flower-Interest" Magazine

Above-average buyers interested in growing and arranging flowers and plants, and gardening. Many bought luxury plants and flowers. Subscriptions paid for by leading florists and sent to their customers and best prospects. List Geographically arranged on stencils. Owner will return empties.

Write Dept. R-19 today for
MOSELEY List Card M-7727.

Moseley

MAIL ORDER LIST SERVICE, Inc.
38 Newbury St., Boston 16, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME

Sell Your Products To More People

Clearly explain the benefits your prospects will gain in buying your products. Send for helpful free booklet: "Questions and Answers About Direct Mail."

EDWARD W. OSANN
175-35 88th Avenue
Jamaica 32, N. Y.

How Advertisers Use Photo-Reports



Illustrated booklet describes how Sickles gets pictures and reports for Advertisers and Editors
Send for free copy
SICKLES
Photo-Reporting Service
38 Park Pl., Newark, N. J.
Market 2-3966



- This reporter was asked recently to help in settling complaints arising from national prize contests. Disgruntled contestants claim they were gyped out of their rightful prizes. But we sidestep getting involved in these controversies because we think it is practically impossible, after a contest is over, for any individual contestant to prove his point, or for the conductors of the contest to prove he is wrong. (It may be impossible to find the discarded entries.) After seeing the amount of work and worry devoted by some of these losing contestants, we think they should have their heads examined for entering in the first place. We are referring, of course, to so-called national puzzle contests.
- This is another personal gripe against a practice which is happening all too frequently. For instance, a fellow sends me a letter about an important meeting and urges me, in the last paragraph and also in a P.S., to call him immediately on receipt of the letter. Okay, I was interested so made an immediate call. The telephone operator, in a snooty voice, asked for my name. Then she wanted me to spell it. She wanted to know what

firm I represented. And then demanded an explanation of what subject I wanted to discuss with Mr. S.O.B. At that point my patience had expired, so I told her to tell her boss where he could go, and hung up.

We have suggested many times in *The Reporter* that business men (especially Sales and Advertising Managers) should call their own offices at intervals and ask for themselves, just to find out how customers are being treated. They might get a shock. We know of many instances where businessmen spend hundred of thousands of dollars advertising for inquiries and then let their telephone operators or receptionists ruin the results by making it practically impossible for the inquirer to get through. Our experience indicates that those who are hardest to reach by telephone are usually the *least important* in the scheme of things. Some of those who are easiest to reach are the busiest in the same scheme of things.

Try calling fellows like Lew Kleid, Max Sackheim, Larry Chait, Nix Merriam, etc., and you will get through without any quibbling, name-spelling or subject-specifying.

- We have a suggestion for some of the leaders in the gift mail order field. For several months back we have been reporting efforts on the part of two operators to check the *methods* of other mail order people. One has been checking (by buying) to discover the speed with which orders are acknowledged or filled. Another is checking (by buying and returning) to discover current procedures in refunding for unsatisfactory merchandise.

So here is our suggestion to our legitimate mail order friends: Some of you get together as soon as possible at least by the time of the Boston Direct Mail Advertising Assn. convention. Organize a watchdog group. Not for witch-hunting, but as an effort to keep the mails clean. Finance yourselves for a monthly buying check on a cross section of the current offers (it wouldn't take much money.) When obnoxious cases are developed, make a more complete and thorough investigation. Then . . . this reporter will offer a column which will spotlight the bad operators. And which will, by publicity, show them that crime does not pay. If you get us the facts, we won't be afraid of libel.

**if you'd like to see
ENVELOPES
designed to get
RESULTS**



mail this coupon TODAY

**mail
this
coupon
TODAY**

CUPPLES-HESSE CORPORATION 4177 N. Kingshighway Blvd., St. Louis 15, Mo.

YES—please send samples • name _____

firm name _____ title _____

address _____

FRANKLY SPEAKING

A two-page form letter recently used by *McCall's Magazine* (Office of Mary Mason, McCall Street, Dayton 1, Ohio) has stirred up considerable behind-the-scenes discussions in publishing and mail order circles. Some think it takes too hard a crack at competitive methods . . . But for some reason or another, we like its frankness. Maybe that's what mail order needs most . . . more frankness.

Here's the start of the letter:

Dear Friend:

I have never tried to fool you.

I have never sent you an order form that looks like an authentic bank check, with or without signatures and counter-signatures!

And I've never sent you a bond-like certificate apparently so valuable that it startles you briefly—before you throw it away.

I have never used a brown envelope to make you think your tax refund has finally arrived.

In fact, I've never even sent you a postage stamp!

We here at *McCall's* think you're too intelligent to fall for such nonsense!

We're convinced that *McCall's* readers are an alert and critical, not a gullible, audience.

New gimmicks and catch phrases are not going to influence you.

And anyway, is there any appeal stronger than the simple fact that over four million women buy *McCall's* month after month?

You know that elaborate selling methods send costs sky high. Here at *McCall's* we'd rather put our money into the magazine itself, making it constantly more useful, more beautiful, more inspiring.

So — in short . . .

We'd like to have you as a regular subscriber to *McCall's*.

From there on . . . the usual short-term offer and urge to action.

From the many comments heard by this reporter, it seems that "the public" liked this letter. Possibly . . . because its frankness has an arresting quality which makes it become a social conversation piece. That's a quality all sales letterwriters should strive for.

And while we are speaking of *McCall's* . . . we neglected to report a significant statement made by big boss, Lowell Shumway, at the recent Circulation Workshop sponsored by the Direct Mail Advertising Association. He said that *McCall's* keeps mailing month after month throughout the year, irrespective of the charts or statistics which warn of seasonal variation in returns. It all checks out to an acceptable average over the year.

This ties in with the important question and answer in the Lewis Kleid

These Leading Mail Order Advertisers are Served by MAXWELL SACKHEIM & COMPANY

Alexander Hamilton Institute
American Recording Society
Arco Publishing Company
Around-the-World Shoppers Club
Art Treasures of the World
Best-in-Books
Braat's, Inc.
Cardinal Guild
Cercle du Livre de France
Children's Record Guild
Chilton Greetings Company
CIHU Club of Inspirational Books
Damer Products, Inc.
Facts-on-File
Family Reading Club
Golden Memories Charm Club
Green Gable Gifts
Greystone Press
Hoffritz for Cutlery

The Inspiration Guild
International Collectors Library
Jackson & Perkins Company
Junior Deluxe Editions Club
Junior Literary Guild
Lincoln Associates
Literary Guild of America
Marshall Jewelers
Marlboro Smith Corp.
Music Treasures of the World
The National Sports Council
Patriot Life Insurance Company
Popular Merchandise Club
Research Institute of America
Ronnie Sales, Inc.
Rudson Automotive Industries
Shop-the-World Club
Viking Sloane Corp.
Zenith Stamp Company

Let us show you how to build a profitable magazine, newspaper or radio advertising campaign, employing the tested techniques we have developed for many of the largest and best known companies in the mail order field. You will be under no obligation to accept our recommendations, and if you do, the cost will be no greater than for a small direct mail test.

MAXWELL SACKHEIM & CO., Inc.

Member of American Association of Advertising Agencies

670 Fifth Avenue, New York 19, N. Y. Plaza 8-2086

LOOKING FOR
A LARGE NUMBER OF
THE TOP 10%
IN WEALTH, INCOME
AND INTELLIGENCE



Men and women at home addresses — where you can get a crack at BOTH. Everyone a mail order buyer of highest quality. Far more Buicks, Cadillacs and Olds than Fords, Chevies and Plymouths. All with high pride of ownership. Nice homes. Fine lawns. Beautiful gardens and many estates.

Write for complete rental information, giving your residence post office or name of smaller town where you know everybody, so we can show you the type of person on the list.

Offer strictly limited to users and offers of highest character. Once-a-month use only.

KosaK, 147 So. Lyon St., Batavia, N. Y.

110 & 21

Magic figures in mail order.
The 21 represents the years we've been serving mailers.

110 is the number of different lists, all of them lists of cash mail order buyers, we have for mailers' use on a one-time rental basis. The total makes us easily the largest owner source for preferred lists.

Yes, a Directory of Lists will be sent on request.

BOOKBUYERS LISTS, Inc.

363 Broadway, New York 13, N. Y.

Direct Mail and Mail Order

Advisory and Creative

Idea Service

"How To Use A
Direct Mail Counsellor"
Write for booklet
on
your
letterhead

HAYDEN RICKER ASSOCIATES
P. O. Box 1466
TAMPA 1, FLORIDA



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Ask National about this unique, inexpensive way of personalizing your calling cards, direct mail pieces, public relations correspondence, products.

Samples and details without obligation.
NATIONAL PHOTOSTAMP CO.
Dept. R-47, 309 New York Ave., Brooklyn 13, N. Y.



creative design

Combine Color—
Illustrations—Message
To Make Your Envelopes
Get More Results!

A good envelope does not only "enclose" . . . it challenges Tension "Creative Design" envelopes are planned by our skilled art staff to make your mail or packaging more profitable by making it more appealing before it's opened!

Creative design makes your mail "outstanding" . . . takes it out of the ordinary . . . gives it attention value . . . gets it seen . . . helps get it opened and read. It gives your envelope-packaged products eye-appeal, and helps move them off the shelf.

Investigate Tension "Creative Design" today. And find out, too, about "Tension Inventions": Envelopes tailored specifically to do new, unusual jobs . . . or old jobs better!

TENSION ENVELOPE CORP.

New York 36, N.Y.—522 Fifth Avenue
St. Louis 10, Mo.—5001 Southwest Ave.
Minneapolis 1, Minn.—129 North 2nd St.
Des Moines 14, Iowa—1912 Grand Avenue
Kansas City 8, Mo.—19th & Campbell Sts.
Ft. Worth 12, Texas—5900 East Rosedale

interview with Jim Connell of Kiplinger's. And it also reminds us of the story often told by the late Lynn Sumner. For many years it was thought (in advertising circles) that June was the *only month* to advertise to brides . . . until Lynn, or someone, discovered vital statistics revealed that exactly one-twelfth of marriages occurred in June . . . with the rest spread fairly evenly throughout the year. Statistics and theories on the right mailing seasons are often deceptive.

WORTH READING

Collier's for June 25, 1954, carried an article starting on page 90, titled: *When You Give—Are You Being Taken?* It is the first national statement by New York State Senator Bernard Tompkins, who co-chairmaned the legislative committee investigating charities, and whose work resulted in the passage of three new laws regulating charities. Tompkins gives a sober analysis of the whole problem and, of course, this reporter likes it because it confirms many of the things we have been howling about for the past five years.

We think Senator Tompkins' article will definitely help the legitimate charities and it will also help to drive the racketeers out of business.

We understand that members of one group mentioned in the article were so indignant that they seriously considered buying up all available copies of *Collier's* (in a certain area) and burning them publicly. The truth must hurt.

BEHIND SCHEDULE

From a reader in Los Angeles came a letter dated the 16th of the month, and under this date appeared (Dict: 13th). In my youth some screwballs would sign off "dictated but not read," a bit of insolence that was soon discontinued. Just why a man should tell me that his stenographer is three days late in her work, I don't know.

The item above gave us an agreeing chuckle when we saw it in *The William Feather Magazine* (812 Huron Road, Cleveland 15, Ohio). Bill Feather has been grinding out his monthly philosophies for more years than we can remember. And he seems to improve with age.



\$2.00
per copy

And don't forget Horan's
"around the clock"
service whether your
problem is
black and white,
benday or color process.

GET THE FACTS! PHOTO-ENGRAVING COMPLETELY EXPLAINED TO THE LAYMAN

Now—"brush-up" with this modern, complete and fully illustrated guide to correct photoengraving methods. 108 pages—Lavishly illustrated in black and white, and color

HORAN ENGRAVING COMPANY, INC.

44 WEST 28th STREET, NEW YORK 1, N.Y.

Tel. MU 9-8585 • Branch Office: Market 2-4171

Please send me (prepaid) _____ copies of your 108 page revised book, "The Art and Technique of Photo-Engraving."

My check for \$_____ is enclosed.

Name: _____

Street: _____

City: _____

State: _____



SAVE ON ART COSTS

Easy to use Art Mart art work will help you keep costs down . . . quality up. Good, fresh art work that will save time, pep up printed matter. Must see to appreciate. Write:

WRITE: M. Bond P. O. Box 2121
ART MART SERVICE Dallas 21, Texas

LISTS

that
fetch
orders

Industrial List Bureau
45 Astor Place, New York 3, N.Y.

An Ad Agency that Loves DIRECT MAIL

Many agencies don't want to "monkey" with MAILVERTISING. (Some don't have the know-how.) Direct Mail is no stepchild here! We co-ordinate space advertising with it.

"That Fellow Bott" &
Leo P. Bott, Jr., 64 E. Jackson, Chicago

Ralph E. Harris Associates

• Hoover letters • Addressing

• Photo-offset printing •

• Multigraphing •

Addressograph Plates Embossed •

914 Walnut Street, MArket
Philadelphia 7, Pa. } 7-7152

Stop Writing Those Letters!

(and just start talking to people)

by Kelly Snow

Toastmasters International, Inc.

Reporter's Note: We found this short article in the March 1954 issue of *The Toastmaster*, official publication of Toastmasters International, Inc. We think it deserves a place in the permanent records of direct mail. Incidentally, for those who like to speak, *The Toastmaster* magazine is well worth the subscription price of \$1.50 per year. Just write to *The Toastmaster*, Santa Ana, California.

There are at least a couple of hundred rules for writing good letters. But the average businessman can forget 196 of them. If he remembers these four he will write a crackerjack of a letter.

Rule one: Outline your letter

It takes longer to "dash off" a letter than it does to make a word outline first, and then write. When you outline your letters you will have the one quality admired in all the great letter writers. Your letter will be brief. Brief does not necessarily mean short.

A letter should be long enough to tell the complete story — no longer, no shorter. For example, I believe it was Dartnell's "100 Best Letters of 1948" that had one classic that read simply: "Dear Charlie: You're right. We're wrong. I'm sorry. Sincerely, Jack."

Another letter from the same book was 10 pages long. But these, as well as the other 100 *Best Letters*, were just long enough to tell the complete story. They were outlined before they were written.

Rule two: Start fast

Elmer Wheeler says, "Your first 10 words are more important than your next 10,000." All experts agree: "Start fast." Here are six how-to-do-it tips:

1. If you must refer to his letter, subordinate that reference: "Here are the decal samples you asked for."

2. Steer away from the "ing" words. They are slow. "Confirming your request . . .," "Acknowledging receipt of . . .," "Thanking you for . . .," "Referring to our last letter."

"May we have Jack Roberts visit your plant during his Chicago trip?"

All these examples are first sentences. Don't you agree they follow rule two — start fast!

Rule three: Stop writing letters! Start talking to people!

Your natural, everyday, lunch table English is the best possible language for a letter, far better than the stiff, worn-out old-fashioned stuffiness of the letters of 50 years ago.

"Thanks for anything you can do, and let me know when I can return the favor." If that is the way you would say it, don't worry. Because that is exactly the way the National Research Bureau says it should be done!

Be friendly. Be natural. Stop writing letters, start talking to people. Write the way you talk. That is what



GOOD LIST BROKERS

Learn the Hard Way!

Men and women with long practical experience in the use of lists for their own purposes appreciate the needs of other owners and users with an unmatched depth of understanding. And the George R. Bryant Company is staffed with key executives who have had this sort of practical experience...on both sides of the mail-order fence...over a long period of years.

Take Helen E. Tarbox, New York Manager of the Company, for example. Formerly assistant circulation director of the Saturday Review of Literature; onetime assistant promotion manager of Omnibook Magazine; former fulfillment assistant of Reader's Digest; onetime sales promotion manager of Union Circulation Co. and circulation manager of Scientific American, there is no problem of list-buying or list-rental with which she has not come to grips time and time again.

Her knowledge of the nature of lists...what they can do and what their owners have a right to expect from them...was gained at first hand and qualifies her to make sound recommendations to the company's clients. For everything she knows was learned the hard way...in the rough-and-tumble school of "test it and see!"

All of the key personnel of the George R. Bryant Co. have come into the list brokerage field over the same stony path of practical experience. They know your wants and your needs...and they're better able to serve you because of their firsthand knowledge of your problems. At some time or another they've faced those same problems themselves! Write today for recommendations on any current list needs.



George R. Bryant Co.

Mailing List Brokers
75 E. Wacker Drive
Chicago 1, Ill.

Member: National Council of Mailing List Brokers



George R. Bryant Co.

of New York, Inc.
595 Madison Avenue
New York 22, New York

THIN PAPERS

Reduce
Mailing
Costs

Use

Superior Manifold

for

Advertising
Folders Stuffers
Broadsides

SEND FOR SAMPLES

ESLEECK
Manufacturing Company
Turners Falls, Mass.

better production brings better results

There's a best way to produce direct mail . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results. To check the effectiveness of your production source . . . Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

Mail Advertising Service Association

18120 James Couzens Highway
Detroit 35, Michigan

all the experts suggest. They say not to be afraid of contractions, like "we'll" for "we will." Don't be overly afraid of slang. In the first place it isn't slang anyway. Chances are Shakespeare used it 300 years ago. Just be sure it isn't profane.

Rule four: Close with a purpose

Your last sentence is the second most important part. Statistics prove that people read and remember it more easily than any other sentence of your letter, except the first. Science verifies this.

Never just tack on a stray sentence as a medium of exit from the body of the letter to your signature, such as "Thanking you in advance for your favorable consideration, I am . . ." or "Trusting I may hear from you by return mail . . ."

Ask yourself these two questions: First, "Do I want the reader to take some action?" If so, merely tell him in

plain English. "Just send us your check today and your order will be shipped Wednesday." "Please OK the proofs and return one copy by October 3rd."

Notice, incidentally, that these examples give specific dates to complete the action. Experts have found this draws more replies more quickly than such phrases as "at your early convenience" or "without delay."

Second question: "If no action is needed, do I want specifically to leave a good reaction with the reader?" If so, a sentence like this is good: "It was a pleasure to serve you." "We appreciate the business, Art. Thanks a lot!"

These are the four rules:

OUTLINE YOUR LETTER

START FAST

STOP WRITING LETTERS and

START TALKING WITH

PEOPLE

CLOSE WITH A PURPOSE.

My Mail Order Day

By Jared Abbeon

Well, we have been pretty good in this column for some time now minding our Ps and Qs and not getting the publisher's lawyer on our neck with "Better tone that down, Jared, as I don't have time to defend libel suits", but in the column today I feel like hitting a couple of bad actors with the flat side of the shovel.

Firstly, it seems to be fashionable today to take a crack at the Communist Party and while I am not one to hit a man while he is down, still for these particular characters I am willing to make an exception and take my turn in line. The Communist Party is currently carrying on a direct mail campaign directed to the presidents and secretaries of honest unions in an attempt to convert these key molders of opinion. The union president who forwarded this literature to me was very indignant and wanted to know how they managed to secure his name.

A little spade work developed that his State branch of the National union had issued various local rosters and one of these must have gotten into the hands of the State Communist Party.

This shows that even the Commies are experts in locating directories for mailing list sources. For those of you who wish other directories, there are directories of directories available. About four or five of them have been available from time to time and it may be that eventually somebody will make a list, said list being a directory of directories of directories.

Going back to the bilge sent out by the Communist Party, a careful perusal of this tripe gives the feeling that one has just taken a quick trip in an intellectual revolving door. We are reminded of the old saying that the devil can quote scripture and I for one got a big kick out of the fact that they quote the conservative NEW YORK HERALD TRIBUNE. If Horace Greeley, the old editor of the "Trib" isn't revolving in his grave at this quotation from his beloved paper, then he has mellowed with the years.

Speaking of old Horace Greeley, he was a man noted far and wide for his horrible handwriting which nobody except a few old bosom buddy compositors could ever decipher. The classic story is of how he sent an

employee a letter firing him on various and sundry grounds of incompetency and morals and the man took this hand written scrawl to a rival editor and was immediately hired on the basis of the testimonial. On another occasion Greeley wrote a letter to an employee advising him that he was forthwith summarily discharged and this fellow took the memo to the paying teller with the story that the boss is sending him to cover a story breaking in Paris and says he should draw \$500 expense money and two weeks' pay . . . all of which has a moral to the direct mail man, and that is, when you write a letter keep it clear.

* * *

The second character we would like to nail to the barn wall is the one who is peddling a no-good radio set via the mail using as his lead pitch the "fact" that if an atomsky bombsky should knock out the power lines, you can use this no battery, no electricity, no aerial, no nothing set to get reports from the nearest operating sending station. This may be a good idea except for one thing. Along with all the things this set doesn't need, one of the things that it doesn't do is give any distinguishable audible sound. If you are very zealous and work with the thing, you can eventually get some tinny scratches. I guess this particular crum is staying within the postal laws and regulations but he is certainly violating every moral law that we have heard of.

* * *

The third deal that we would like to check into is one that "listens real good" but we have a feeling that eventually it is going to turn into another Louisiana Hayride, South Seas Bubble or Tulip Boom bust. We refer to this raising a chinchilla coat in your basement deal. Right this minute scads of people are breeding these valuable little creatures and happily selling the off-spring at high prices to other people who will breed more little creatures and again sell the progeny to future chinchilla ranch millionaires. Of course the end point in view is that somebody is going to make chinchilla coats, but the question comes to our mind "what is going to happen to the price of chinchillas when every basement in the land swarms with these happy little critters?"

(Continued on page 37)

Rates \$1.25 per line (75¢ Situation Wanted) Minimum 4 lines

CLASSIFIED ADVERTISING

ADDRESSING

OUR LISTS ARE FREE
Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO
48-01 42nd Street
Long Island City 4, N. Y.

ADDRESSING PLATES

If you use
ELLIOTT-type STENCILS
and want to REDUCE COSTS
Write to Box 71, The Reporter
Garden City, New York

ADDRESSOGRAPH PLATES

Speedamat Plates — \$32.50 per M.
Advertisers' Addressing System
703 No. 16th St. St. Louis, Mo.

ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

FOR SALE

TYPEWRITER — IBM electric overhauled, like new. Elite type; gray finish. \$185.00. Also offer a **FLEXOWRITER**, complete with 2 electric typewriters. Excel. cond. \$500. Harry J. Abrams, 331 Emerson St., N. W., Washington 11, D.C.

ENDORSEOGRAPH. Automatic Commercial Controls endorsing machine and stand. 3½ years old. Perfect operating condition. \$150. Ideals Publishing Co., Box 2032, Milwaukee, Wis.

POSTAGE METER. Heavy duty Commercial Controls model 80. Matching cabinet stand on wheels. Original cost of \$790. Meters 8,000 per hour. Excellent condition. Only \$350. Ideals Publishing Co., Box 2032, Milwaukee 1, Wis.

HELP WANTED

Male Executive Wanted
Young male executive as assistant to priest engaged in Catholic mail promotion. Should have some experience in or be able to learn quickly physical preparation of mail campaigns, rough layouts, office routine, etc. Career position with good salary in growing office in New Jersey. Indicate references, age, experience, phone number and parish. Box 73, The Reporter, Garden City, N. Y.

LISTS

CANADA'S BEST MAILING LIST
250,000 live names on Elliott stencils
Call your list broker — TODAY
or Tobe's, Niagara on the Lake, Canada

400,000 ELLIOTT STENCILS

Former subscribers and buyers of IDEALS books. 2" x 4½" Elliott stencils in geographical order. Recently cleaned. Outright sale at \$20.00 per M. Ideals Publishing Co., Box 2032, Milwaukee 1, Wisconsin.

MISCELLANEOUS

'STENAFAX ELECTRONIC STENCILS'
... for mimeographing complex forms, art work, printed copy, letterheads, even photos, on your mimeograph machine. Exclusive STENAFAX process cuts stencil electronically for \$1.50. Write for samples and information.

COMMERCIAL LETTER, INC.
Stenafax Department
1209 Washington Avenue
St. Louis 3, Missouri

OFFSET CUTOUTS

Stock promotional headings for reproduction. **OFFSET SCRAPBOOK NO. 1**, containing 1500 classified specimens, only \$3.00 postpaid. It's a rich source of practical help and inspiration. Thousands in use. Available also are other books containing promotional art, cartoons, type fonts, borders, panels, holiday art, etc. Most complete service in U.S. Free descriptive folder. A. A. ARCHBOLD, Publisher, P. O. Box 20740-K, Los Angeles 6, Calif.

SITUATION WANTED

VERSATILE DIRECT MAIL MAN, able administrator — experienced in planning, creating, producing profitable mailings — seeks responsible position. Will re-locate. Box 74, The Reporter, Garden City, N. Y.

WANTED

Used Inserting and Mailing Machines. No dealers. Box 72, The Reporter, Garden City, N. Y.

Wanted — Addressograph, Speedamat and Elliott machines, frames, cabinets. Also Duplicators, Sealers, Pitney Bowes Mailers, 40 W. 15th St., N. Y. 11, N.Y.

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$15.00 PER YEAR

ACETATE SHEET PROTECTORS

A. G. Bardes Company, Inc.	437 N. 5th Street, Milwaukee, Wis.
ADDRESSING	
Ace Typing Service	467 Second Avenue, New York 16, N.Y.
Advertising Enterprises	82-66 Grenfell Street, Kew Gardens, N.Y.
Creative Mailing Service	460 No. Main St., Freeport, N.Y.
Dell Letter Service	61-07 159th St., Flushing, N.Y.
Pearl Mail Service	417 Cleveland Ave., Plainfield, N.J.
National Advertising Service, Inc.	2055 N. 17, Kansas City 4, Kansas

ADDRESSING MACHINES

Addressing Machine & Equipment Co.	326 Broadway, New York 7, N.Y.
The Elliott Addressing Machine Co.	155A Albany St., Cambridge 39, Mass.
Saver & Wallingford	143 West Broadway, New York 13, N.Y.

ADDRESSING - TRADE

Belmar Typing Service	107-32 104th Street, Ozone Park, N.Y.
Shepkins Typing Service	68-11 Roosevelt Ave., Woodside, N.Y.

ADDRESSOGRAPH PLATE EMBOSsing

G. W. Weeks	8 Nagel Court, Merrick, N.Y.
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ADVERTISING AGENCIES

Ad Scribe	P. O. Box 254, North Canton, Ohio
Frederick Asher, Inc. Advertising	20 N. Wacker Drive, Chicago 6, Ill.
Institute of Sales Promotion	131 Lafayette Street, New York 13, N.Y.
The Jay H. Maisel Company	On Gospel Hill, Marion, Ohio
Martin Ad Agency (Direct Selling Mail Order)	15 PA, E. 40, N.Y. 16, N.Y.
Roskam Advertising (Mail Order)	1430 Grand, Kansas City 6, Mo.
Maxwell Sackheim & Co., Inc.	670 Fifth Ave., New York 19, N.Y.

ADVERTISING ART

Art Mart Service	P. O. Box 2121, Dallas 21, Texas
Raymond Lufkin	124 West Clinton Ave., Tenafly, N.J.
Ray Thompson Cartoon Studio	Box 134, Wynnote, Pa.
Trapkus Art Studio (Small Ads)	349 Tenth St., Moline, Illinois
Harry Volk Jr. Art Studio	400 Central Building, Atlantic City, N.J.

ADVERTISING BOOK MATCHES

Match Corporation of America	3433-43 West 48th Place, Chicago 32, Ill.
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AUTOMATIC TYPEWRITERS

American Automatic Typewriter Co.	614 N. Carpenter St., Chicago 22, Ill.
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AUTOMATIC TYPEWRITING

Ambassador Letter Service Co.	11 Stone St., New York 4, N.Y.
Arrow Letters Corp.	307 West 38th St., New York 18, N.Y.
Pat Goheen & Associates (25 Robos)	117 S. Meridian St., Indianapolis 25, Ind.

BLOTER SPECIALTIES

Respons'N-Blotter	10 Hanover Street, New York 5, N.Y.
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BOOKS

The Art & Technique of Photo Engraving, Horan Engraving Co., N.Y. 1, N.Y.
Art for Reproduction ... Repro Art Press, 80 5th Ave., New York 11, N.Y.

BUSINESS CARD SERVICE

R. O. H. Hill, Inc.	270 Lafayette St., New York 12, N.Y.
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CATALOG PLANNING

Catalog Planning Company	101 West 55th St., New York 19, N.Y.
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COPYWRITERS (Free Lance)

Leo P. Bott, Jr.	64 E. Jackson Blvd., Chicago 4, Ill.
Earl McClement, A-21 Ogontz Manor	5600 Ogontz Ave., Philadelphia 41, Pa.
Edward W. Osann	175-35 88th Ave., Jamaica 32, N.Y.
M. A. Pollen	30 West 15th Street, New York, N.Y.
Orville E. Reed	First National Bank Bldg., Howell, Michigan
Roskam Advertising (Mail Order)	1430 Grand, Kansas City 6, Missouri
John Yeargain	442 East 20th St., New York 9, N.Y.

DIRECT MAIL AGENCIES

Homer J. Buckley	57 East Jackson Blvd., Chicago 4, Ill.
The Buckley Organization	Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Dickie-Raymond, Inc.	Sheraton Bldg., 470 Atlantic Ave., Boston, Mass.
Dickie-Raymond, Inc.	521 Fifth Avenue, New York 17, N.Y.
Direct Mail Services	175 Luckie Street, N.W., Atlanta 3, Georgia
Duffy & Associates, Inc.	918 North 4th Street, Milwaukee 2, Wisconsin
The Folks on Gospel Hill	400 S. Main Street, Marion, Ohio
Frederick E. Gymer	2123 East 9th St., Cleveland 15, Ohio
Institute of Sales Promotion	131 Lafayette Street, New York 13, N.Y.
Mailograph Co., Inc.	39 Water Street, New York 4, N.Y.
Proper Press, Inc.	129 Lafayette Street, New York 13, N.Y.
Reply-O Products Co.	7 Central Park W., New York 23, N.Y.
Hayden Ricker Associates	P. O. Box 1466, Tampa 1, Fla.
Roskam Advertising (Mail Order)	1430 Grand, Kansas City 6, Mo.
Sales Letters, Inc.	250 West 49th St., New York 19, N.Y.
John A. Smith & Staff	11 Beacon St., Boston 8, Mass.
Carl G. Vienot, Inc.	134 Summer St., Boston 10, Mass.

DIRECT MAIL - DEALER HELP

National Advertising Service, Inc.	2055 N. 17, Kansas City 4, Kansas
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DIRECT MAIL EQUIPMENT - MANUFACTURERS

All Purpose Metal Equipment Co.	255 Mill Street, Rochester 14, N.Y.
Ralph C. Coxhead Corporation	720 Frelighsens Ave., Newark 5, N.J.
Felins Tying Machine Company	3351 North 35th St., Milwaukee 15, Wis.
National Bundle Tyer Company	Blissfield, Mich.
Seal-O-Matic Machine Mfg. Company	401 Chestnut St., So., Hackensack, N.J.
Tested Products Company	15115 Lanning Ave., Div. Az, Lakewood 7, Ohio

DIRECT MAIL - GIFTS

George E. McWeeny Co.	120 Milton Avenue, West Haven 16, Conn.
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ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Machine Co.	84 W. 23rd St., New York 10, N.Y.
Clear Cut Duplicating Co.	149 Broadway, New York 6, N.Y.
Creative Mailing Service	460 North Main St., Freeport, N.Y.

ENVELOPES

American Envelope Mfg. Corp.	26 Howard St., New York 13, N.Y.
The American Paper Products Co.	East Liverpool, Ohio

Atlanta Envelope Co., 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Georgia

Boston Envelope Co. 397 High St., Dedham, Mass.

The Clasp Envelope Company, Inc. 96 Bleecker St., New York 12, N.Y.

Columbia Envelope Co. 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.

Samuel Cupples Envelope Co., Inc. 360 Furman St., Brooklyn 2, N.Y.

Cupples-Hesse Corp. 4175 N. Kingshighway Blvd., St. Louis 15, Mo.

Curtis 1000 Incorporated. Capitol Ave. & Flower St., Hartford 6, Conn.

Detroit Tuller Envelope Company. 1041 14th St., Detroit 6, Mich.

Double Envelope Corporation. P.O. Box 658, Roanoke 4, Virginia

Gaw-O'Hara Envelope Company. 500 N. Sacramento Blvd., Chicago 12, Ill.

The Gray Envelope Mfg. Co., Inc. 55-33rd St. Brooklyn 32, N.Y.

Haco Envelope Company. 4500 Cortland St., Chicago, 39, Ill.

McGill Paper Products, Inc. 501 Park Ave., Minneapolis 15, Minn.

Orieler Envelope Co., Inc. 167 41st St., Brooklyn 32, N.Y.

Rochester Envelope Co. 72 Clarissa Street, Rochester 14, N.Y.

The Standard Envelope Mfg. Co. 1600 East 30th St., Cleveland 14, Ohio

Tension Envelope Corporation. 522 Fifth Avenue, New York 36, N.Y.

Tension Envelope Corporation. 19th & Campbell Sts., Kansas City 8, Mo.

Transo Envelope Co. 3542 N. Kimball Avenue, Chicago 16, Illinois

United States Envelope Company. 22 Monitor St., Jersey City, New Jersey

The Wolf Envelope Company. 1749-81 E. 22nd St., Cleveland 1, Ohio

Wolf Detroit Envelope Company. 14700 Dexter Blvd., Detroit 32, Mich.

ENVELOPE SPECIALTIES

Columbia Envelope Co. 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.

Curtis 1000, Inc. Capitol Avenue and Flower St., Hartford, Conn.

Duplex Envelope Corp. 3026 Franklin Blvd., Chicago 12, Ill.

Garden City Envelope Co. 3001 North Rockwell St., Chicago 16, Ill.

Tension Envelope Corporation. 19th & Campbell Sts., Kansas City 8, Mo.

FOREIGN MAILINGS

Pronotion. Jose Antonio, 57-10-C, Madrid, Spain

FUND RAISING

William M. Proft Associates. 27 Washington Place, East Orange, N.J.

IMPRINTERS - SALES LITERATURE

L. P. MacAdams Company. 301 John Street, Bridgeport 3, Connecticut

Wolfe Imprinting Company. 52 Pearl St., Buffalo 2, N.Y.

INVISIBLE INK POSTCARDS

Morley W. Jennings. East Orange, New Jersey

LABEL PASTERS

Potdevin Machine Company. 200 North St., Teterboro, N.J.

LABELS

Penny Label Company. 9 Murray St., New York 7, N.Y.

LETTER GADGETS

Hewig Company. 45 West 45th St., New York 19, N.Y.

A. Mitchell. 111 West Jackson Blvd., Chicago 4, Illinois

National Photostamp Company. 654 Broadway, New York 12, N.Y.

A. August Tiger. 345 Fifth Avenue, New York 17, N.Y.

LETTERHEADS

Brunner Printing Company. 190 Jefferson Ave., Memphis, Tenn.

Harper Engraving and Printing Co. 283 E. Spring St., Columbus 15, Ohio

R. O. H. Hill, Inc. 270 R. Lafayette Street, New York 12, New York

MAIL ADVERTISING SERVICES (Letterships)

Acme Mail Advertising Co. 1301 Dodge St., Omaha 2, Nebraska

Advertisers Associates, Inc. 1627 Penn Ave., Pittsburgh 22, Pa.

Benart Mail Sales Service, Inc. 228 East 45th St., New York 17, N.Y.

Century Letter Co., Inc. 49 East 21st St., New York 10, N.Y.

Mary Ellen Clancy Company. 250 Park Avenue, New York, N.Y.

Cleveland Letter Service, Inc. 740 W. Superior Ave., Cleveland 13, O.

A. W. Dicks & Co. 386 Victoria St., Toronto 2, Ont., Can.

Fair Mail Service. 417 Cleveland Ave., Plainfield, N.J.

The Folks on Gospel Hill. 400 S. Main Street, Marion, Ohio

General Office Service, Inc. 527 6th St., N.W., Washington 1, D.C.

Ralph E. Harris Associates. 914 Walnut St., Philadelphia 7, Pa.

The Lerner Shop. 417 S. Jefferson St., Chicago 7, Ill.

Long Island Letter Service. 214 Mission St., San Francisco 5, Cal.

MacCallum Letter Service. 95 Mineola Blvd., Mineola, N.Y.

Mailograph Co., Inc. 7 So. Dearborn St., Chicago 3, Ill.

Mailways. 39 Water St., New York 4, N.Y.

200 Adelaide St., West, Toronto 1, Ont., Canada

National Advertising Service, Inc. 2055 N. 17, Kansas City 4, Kansas

Premier Printing & Letter Service. 620 Texas Ave., Houston 2, Texas

Rochester Consumer Advertising Corp. 210 Lyell, Rochester 6, N.Y.

Roskam Advertising (Mail Order). 6 West 10th, Kansas City 5, Mo.

The Rylander Company. 216 West Jackson Blvd., Chicago 6, Ill.

Union County Business Bureau. 1000 Broad St., Newark 1, N.J.

Woodington Mail Adv. Service. 1304 Arch St., Philadelphia 7, Pa.

MAILING LISTS-Brokers

Archer Mailing List Service. 140 West 55th St., New York 19, N.Y.

George R. Bryant Co. of N.Y., Inc. 595 Madison Ave., New York 22, N.Y.

George R. Bryant Co. 75 East Wacker Drive, Chicago 1, Ill.

Walter Drey, Inc. 333 N. Michigan Avenue, Chicago 1, Illinois

Walter Drey, Inc. 257 Fourth Ave., New York 10, N.Y.

Guild Company. 160 Engle Street, Englewood, New Jersey

Lewis Kleid Company. 25 West 45th St., New York 36, N.Y.

Willis Maddern, Inc. 215 Fourth Ave., New York 3, N.Y.

Mosely Mail Order List Service. 38 Newbury St., Boston 16, Mass.

Names Unlimited, Inc. 352 Fourth Ave., New York 10, N.Y.

D. L. Natwick. 136 W. 52nd St., New York 19, N.Y.

Roskam Advertising (Mail Order). 1430 Grand, Kansas City 6, Mo.

Sanford Evans & Co., Ltd.

MAILING LISTS—Compilers & Owners

Albert Mailing Lists.....120 Liberty Street, New York 6, New York
 Allison Mailing Lists.....400 Madison Ave., New York 17, N. Y.
 Arrow Industrial Lists.....Box 910, Holyoke, Massachusetts
 Associated Advertising Service.....613 Willow St., Port Huron, Mich.
 Bodine's of Baltimore.....444 E. Belvedere Ave., Baltimore 12, Md.
 Bookbuyers Lists, Inc.....363 Broadway, New York 13, N.Y.
 Boyd's City Dispatch, Inc.....114-120 East 23rd St., New York 10, N.Y.
 Catholic Lefty Bureau.....45 West 45th Street, New York 36, New York
 Creative Mailing Service.....460 No. Main St., Freeport, New York
 Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
 Walter Drey, Inc.....257 Fourth Avenue, New York 10, New York
 Drumcliff Advertising Service.....Hillen Rd., Towson 4, Md.
 Dunhill List Company, Inc.....565 Fifth Ave., New York 17, N.Y.
 Industrial List Bureau.....45 Astor Place, New York 3, N. Y.
 Jewish Statistical Bureau.....320 Broadway, New York 7, N.Y.
 Kozak.....147 South Lyon Street, Batavia, N.Y.
 The Walter S. Kraus Co.....48-01 42r-1 St., Long Island City 4, N.Y.
 Mapleton Service Company.....339 Kings Highway, Brooklyn 23, N.Y.
 Market Compilation Bureau.....11834 Ventura Blvd., N. Hollywood, Calif.
 Montgomery Engineering Company.....8500 - 12 St., Detroit 6, Michigan
 Official Catholic Directory Lists.....12 Barclay St., New York 8, N.Y.
 Paramount Mailing Lists.....77-14 138th Street, Flushing 7, N.Y.
 W. S. Ponton, Inc.....50 East 42 Street, New York 17, N.Y.
 Rochester Consumer Advertising Corporation.....210 Lyell, Rochester 6, N.Y.
 Southwestern Progress Corp. (Wm. D. Ryan, Sales Mgr.).....232 N. Canon Dr., Beverly Hills, Calif.

MAIL ORDER CONSULTANT

Whitt Northmore Schultz.....1115 Old Elm Lane, Glencoe, Illinois
MATCHED STATIONERY
 Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.
MESSINGER — TRUCKING SERVICE
 Mercury Service Systems, Inc.....461 4th Avenue, New York 16, N.Y.
MIMEOGRAPH MACHINE
 Addressing Machine & Equipment Co.....326 Broadway, New York 7, N.Y.
MULTIGRAPH SUPPLIES
 Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6, Ill.
MULTILITH & MULTIGRAPH MACHINES
 Addressing Machine & Equipment Co.....326 Broadway, New York 7, N.Y.
PAPER MANUFACTURERS
 The Beckett Paper Company.....Hamilton, Ohio
 Eastern Corporation.....Bangor, Maine
 Esleek Manufacturing Company.....Turners Falls, Massachusetts
 Fox River Corp.....Appleton, Wisconsin
 Hammermill Paper Company.....Erie, Pennsylvania

MY MAIL ORDER DAY

(Continued from page 35)

Fourthly, I was going to discuss the habits of a few of the professional advisors in the mail order field but I had recently covered some of the same ground in an article written for one of the advertising trade publications and said article has just bounced back on my desk with, among other kind words, the following from the editor: "Despite the fact that you do not mention names in some cases, I am positive that you are guilty of libelous statements. The fact that names are not mentioned is immaterial because in at least one or two of the instances, the identity of the person discussed is clearly indicated by the discussion itself. And what you say is definitely libelous in my opinion . . . and we might very easily be in endless difficulties". The law is a very funny thing and I don't know much about it, leaving it to the legal sharks. After watching some able lawyers cavort on television a while back I can understand an editor's reluctance to get mixed up in the legal shoals. I have

been told, however, that even if a man is a bum and a no-good . . . you cannot call him a bum and a no-good . . . in print. So, all I can say on the fourth subject is that if what I was going to say fits any of you folks who are reading it, please feel fully at liberty to get very angry at me for calling you what you naturally are.

* * *

Notice the post office is back with its usual insistent clamor for more money. My heart bleeds every time I consider the postal deficit but it doesn't bleed one half so much as when I go home and I see my wife and kiddies gather around the festive board and say "Daddy, what is for supper?" and I would hate to tell them "a postal increase".

* * *

Congress just cost me a \$50 bill. You may have wondered just what kind of sadistic fiend writes the stories that go into the so-called comic

International Paper Company.....220 East 42nd St., New York 17, N.Y.
 McLaurin-Jones Company.....Brookfield, Massachusetts
 Mead Sales Co.....810 Public Ledger Bldg., Philadelphia 6, Pa.
 Mohawk Paper Mills, Inc.....465 Saratoga Street, Cohoes, New York
 Neenah Paper Co.....Neenah, Wisconsin
 Nekoosa-Edwards Paper Co.....Port Edwards, Wisconsin
 Rising Paper Company.....Housatonic, Mass.

PARCEL POST MAILING BOXES

Corrugated Paper Products, Inc.....2235 Utica Ave., Brooklyn 34, N.Y.

PHOTOS IN QUANTITY

Moss Photo Service, Inc.....350 W. 50th St., New York 19, N.Y.
 Mulson Studio.....P. O. Box 1941, Bridgeport 1, Conn.

PHOTO-REPORTING

Sickles Photo-Reporting Service.....38 Park Place, Newark, N.J.

POSTAL INFORMATION

Postal Digest Company.....150 Nassau Street, New York 38, New York

COLOR POSTCARDS

Moss Photo Service, Inc.....350 West 50th St., New York 19, N.Y.

PRINTING—Letterpress

The Davenport Press, Inc.....Main St., Mineola, N.Y.

PRINTING—Offset Lithography

H. S. Crocker Company, Inc.....San Bruno, California

PRINTING—Letterpress and Offset Lithography

Paradise Printers and Publishers.....Paradise, Pennsylvania

PRINTCRAFT PRESS, INC.

Printcraft Press, Inc.....229 West 28th St., New York 1, N.Y.

Proper Press, Inc.....129 Lafayette Street, New York 13, N.Y.

PUBLICITY-PUBLIC RELATIONS

Arthur Pine Associates.....67 West 44th St., New York 36, N.Y.

SALES PROMOTIONAL COUNSEL

Martin Ad Agency (Direct Selling Mail Order).....15 PB E. 40, N.Y. 16, N.Y.

SYNDICATED HOUSE MAGAZINES

The William Feather Co.....812 Huron Rd., Cleveland 15, Ohio

Wetmore & Company "Business Brief" 1015 So. Shepherd Dr., Houston, Tex.

TRADE ASSOCIATIONS

Direct Mail Advertising Assn.....381 Fourth Ave., New York 16, N.Y.

Mail Advertising Service Assn.....18652 Fairfield Ave., Detroit 21, Mich.

TRUCKING — MESSENGER SERVICE

Mercury Service Systems, Inc.....461 4th Avenue, New York 16, N.Y.

VARIETY EQUIPMENT

Zenith Typewriter & Adding Machine Co. 34 E. 22nd St. New York 10, N.Y.

XEROGRAPHY — PLATES

Clear-Cut Duplicating Company.....149 Broadway, New York 6, N.Y.

magazines. It just so happens that yours truly essayed his first venture into the field and sent two synopses (worth \$25 each if accepted) to one of the leading publications in that field and they were accepted, to be paid for on publication. But due to congressional investigations into the contents of these books, the publishers have graciously decided to cease publication and my two priceless manuscripts were returned with regrets by the editors after having been accepted. Oh well, if these books were really as bad as they were said to be, their cessation of publication is a good thing. However, may I ask if you have ever read the story of Cinderella in the original unexpurgated version? If you are wondering where I got the background material for horror stories, about all I can say is that I am in the mail order business.

* * *

On which happy thought I leave you until we shall once again meet in the column of this August publication.



PONTON'S
"The House of Direct Mail"
 Write for FREE Catalog

MAILING DEPARTMENT is completely mechanized and streamlined for fast, accurate and efficient service, — at lower costs to you . . . No Direct Mail Campaign too large -- or too small.

W. S. PONTON, Inc., 50 East 42nd St., New York 17, N.Y. — Phone MUrray Hill 7-5311



Short Notes

CONTINUED

(from page 13)

and services in Great Britain from the US... "making use of successful tested systems, whether on a commission basis or as a direct purchase." So if any of you folks have items which might be popular in England, get in touch with Mr. Itkin.



NOTE TO OWNERS OR OPERATORS of mechanical inserting and mailing machines: Whenever these machines are discussed, arguments pop up about envelope specifications. What are the best sizes? Where should the flap be? What kind? Etc., etc. The New England Envelope Mfg. Co., 237 Chandler St., Worcester 9, Mass., has just prepared a valuable list of specifications. Due to the high speed at which inserting machines perform complicated operations, envelopes must have certain special features. So if you are interested, write to J. W. Lund and he will be glad to send you a copy of the thirteen points to watch.



DON'T DO IT YOURSELF. Herman Goldsmith of Cleveland Letter Service, Inc., 740 W. Superior Ave., Cleveland 13, Ohio, is starting a campaign emphasizing the theme "don't do it yourself"... to private companies who try to perform their own duplicating and mailing jobs themselves. His first monthly mailing in May showed an executive at his desk resoling a badly battered pair of shoes. Two plastic barefeet were tipped on under the desk. The caption is: "Do you fix your own shoes? Of course you don't." This argument has been going on for all the years we can remember... but perhaps Herman will make some progress by hammering on the idea constantly.



NEIL POWTER is at it again. Before World War II, Neil, in his capacity of sales promotion manager for Howard Smith Paper Mills Limited (407 McGill St., Montreal 1, Quebec, Canada) was well known as one of the foremost promoters of direct mail creative and production techniques. In the early days of *The Reporter*, we reprinted many of Neil's bulletins or booklets on various phases of direct mail. We have missed these Powter promotions in recent years, but a new, 8½" x 11", 36-page booklet brings Neil back into the picture with a bang. It is titled: *Planning the Production of Folders and Broadsides*. About the most complete coverage of the subject we have ever seen, with many valuable layout illustrations. It is, of course,

available to all Canadian buyers of printing, but Neil has always been a liberal fellow and he might be able to spare a few copies to folks in the USA who write a convincing letter.



WRITE TO MOSS & ASSOCIATES (direct mail), 2 E. 23rd St., New York 10, N. Y., and get on the list to receive their new house magazine *Ideas For You*. It's only a small four-pager... but it's loaded with some worthwhile ideas and advertising comments. A good job.



BOUND FOR TRINIDAD is Mrs. A. K. Miller, a member of the Connelly Organization (direct mail advertising), 1010 Arch Street, Philadelphia 7, Pa.



She won the eight-day cruise, jointly sponsored by Moore-McCormack Lines and General Foods, at the recent Premium Advertisers Convention held in New York. The camera caught her here in a cheesecake pose as she sailed with her husband on the *SS Argentina*. They'll return on the *SS Brazil*.



THREE GOOD COMPANY REPORTS have come in from: The Philip Morris & Co., Ltd., 100 Park Ave., New York 17, N. Y.; Elgin Watch Company, 107 National St., Elgin, Ill.; and P. H. Glatfelter Co., Spring Grove, Pa. The Philip Morris 1954 Annual Report is another of their usually impressive stories, combining financial figures with many photos to show the complete, far-reaching operations of PM. The Elgin booklet is their 89th Annual Report. It's covered in gold, and gives a comprehensive word and picture commentary on how Elgin watches are designed. The

Glatfelter Story is a 32-page offset history produced for the Spring Grove paper manufacturers by William E. Rudge's Sons, N. Y. It shows 90 years of paper making at Glatfelter from a modest beginning to a \$17,000,000 sales figure for 1953. It's another good text on how paper is produced from start to finish.



SPEAKING OF PHILIP MORRIS, the cigarette company has added another promotion to their top-rating *I Love Lucy* TV opus. A combination "how-to" and cooking booklet for housewives titled *Lucy's Notebook* was introduced last month in twelve PM markets. The 40-page booklet has twelve sections of household hints and recipes introduced by Lucille Ball in pictures. Store tie-ins and integrated commercials on the show tell housewives how to get their copy by sending in a coupon.



COPI-COUNTER is a new gimmick for quick and accurate copy casting. It was developed by Art Nellen, managing editor of *Motor Age* magazine. Consists of a small dial gauge, graduated in picas and inches. A small wheel, about the size of a glass cutter, is run down the lines of a manuscript automatically registering the count of space. No counting lines or mental addition needed. Copi-Counter sells for \$4.95. Write to Art at Box 106, Broomall, Pa.



NBC SPOT SALES is doing a bang-up job of promoting their Chain Lighting radio spot merchandising plan. An illustrated folder is telling the Chain Lighting story to advertisers. Chain Lighting is a radio merchandising plan that puts the advertiser's product physically in front of the competition by coordination of NBC radio spots and point-of-sale merchandising. The plan is available in seven markets. The booklet has seven single sheets explaining the plan in each, giving a short bio of NBC Chain Lighting specialists on each of the seven stations.



ESTIMATED DOLLAR VOLUME of direct mail used by American business during May, 1954 was \$104,597,853, according to latest Direct Mail Advertising Association figures. This was a 6.99% gain over the \$97,888,529 expenditure in May, 1953. \$551,017,176 was spent for direct mail during the first five months of this year... an increase of \$33,549,744 (6.48%) over the same 1953 period.

1954 SEPTEMBER ISSUE

WILL BE BOTH

FEATURE ISSUE NO. 7

Will turn the spotlight on industrial advertising. Fact finding is already underway . . . to determine some of the real problems confronting industrial advertisers — and how many industrial advertisers are solving them with the help of direct mail. Opinions? Yes, and case histories to dramatize the need for covering all of the bases in selling in a complex atmosphere.

CONVENTION ISSUE

Biggest Issue of the year. In addition to 7th special feature, we will present complete program of 38th Annual Conference of the Direct Mail Advertising Association, Hotel Statler, Boston, Mass., October 13, 14, 15. This year, you'll find list of exhibits with a description of new things that will be shown. September Issue will promote attendance, and be on hand during conference.

**TWO REASONS FOR ADVERTISING
ISSUE CLOSES AUGUST 15
RESERVE SPACE NOW**

GENERAL ADVERTISING

SPACE	1 Time	6 Times	12 Times
Full Page	\$225	\$215	\$200
One Half Page	150	140	130
Two Thirds Page	190	175	155
One Third Page	110	100	90
One Sixth Page	60	55	50
One Inch	12	12	12
Inside Covers	275	260	240
Back Cover	300	275	250
Center Spread	490	470	450
Bleed Page . . .	\$15 additional.	Color . . .	
	\$50 each additional color . . .	each additional page in same form \$20. Preferred position . . .	\$20. Inserts . . . page rates apply . . . add \$60 for backing up, if single leaf or 4-page is printed one side. Process . . . rates on request.

Write

THE REPORTER of Direct Mail Advertising

224 SEVENTH STREET

GARDEN CITY • NEW YORK



LE PONT NOTRE DAME, MENDE, *an etching by John Taylor Arms (American 1887-1953)*

Mohawk Superfine Text, Cover and Bristol

This finest of texts, rich in appearance and extraordinary for cleanliness, has established itself as first choice among designers and producers of fine printing when quality and good taste are first considerations.



*Mohawk
Paper Mills*